

PULL OUT WIRE
AND HANG UP

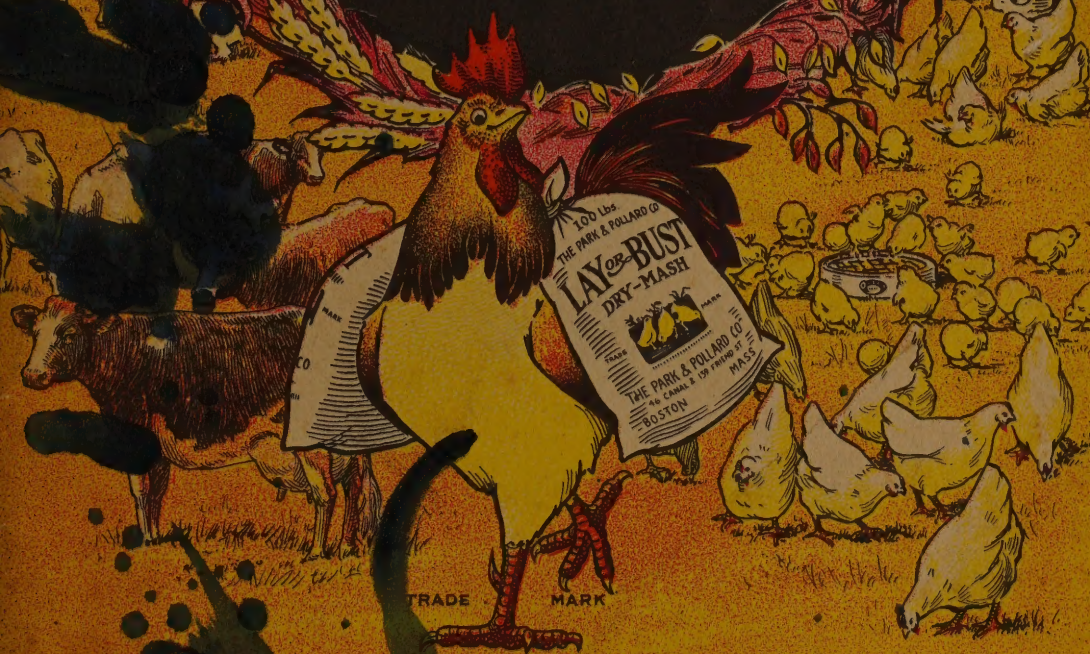
1917

LAY *OR* BUST

TRADE

MARK

YEAR BOOK AND ALMANAC



The Park & Pollard Co.
26 Canal Street
BOSTON MASSACHUSETTS

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FOREWORD



A GAIN the year comes around and we are glad to reach the hands of our rapidly increasing friends. Added years bring increasing responsibilities. This modest little book is now read by over two million readers annually. In the past it has played a very important part in revolutionizing the poultry business of the country from a wet to a dry method of feeding, to the development of the yardless system for housing table egg layers, the marketing of the birds alive, and the general higher tone of the business.

We constantly endeavor to make it interesting and helpful, showing thousands better and more simple methods of caring for their poultry. Each year we add the sum of our year's experience, and we know all of our old readers will find much new material in the book, and our new friends a treat that has been enjoyed by millions of poultrymen and women who have read and adopted its teachings.

On pages 2 to 5 is a very instructive article on **HATCHING** that will have much of interest to all of our readers.

The **MONTHLY HINTS**, pages 6 to 29 inclusive, are full of "meaty" seasonable suggestions and hints invaluable to both the new and old poultryman. See especially the key under "Explanation," page 6.

A special feature this year is the *illustrated* **FEEDING CHART** on pages 40 and 41, giving concise directions for the feeding and care of all ages of poultry.

The ever important subject of **HOUSING** has been plainly and simply covered on pages 44 and 45.

Read the Year Book carefully and follow the system right through in practice. Try it a year and note the general higher efficiency of your plant.

When you try our system and then listen to some dealer urging you to try for part of it something else "just as good," you do yourself and ourselves a rank injustice, for each part of our system, like

the workings of a watch, is dependent upon the balance for the best results.

For instance, when you feed our **LAY** or **BUST** and the dealer persuades you that some other scratch feed is just as good as ours, you may set your birds to scouring with the change, you may reduce the fertility of the eggs and the strength of chickens through lack of balance in the two feeds. If you feed our **LAY** or **BUST** *wet*, it is too rich a ration and will start your birds into diarrhoea, and so on.

Try the System. **STICK TO THE SYSTEM.** Do not let your neighbor "butt in." To be sure, you will get more eggs with our **LAY** or **BUST** and most any scratch feed, but to get the *most* eggs and at the same time maintain the highest state of health and efficiency in your flock, feed our Screened Scratch Feed with it.

Our Baby Buster Chick Feed is without doubt or question the finest and best balanced ration for the newly hatched chickens, turkeys or pheasants, but for results way beyond your previous success, be sure to use our Growing Feed as directed in connection with Baby Buster Chick Feed, Intermediate Chick Feed and Scratch Feed until the birds are fully matured.

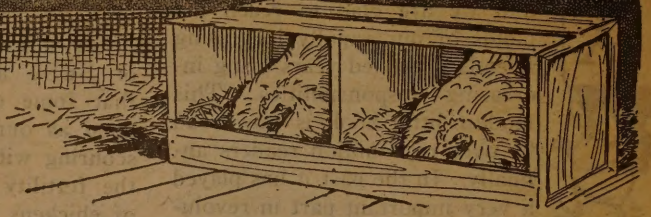
When you buy the Park & Pollard Feeds, the bags are your property. Insist that they be left with the feeds. See on pages 48 to 55 some of the excellent articles procurable with the empty bags. This saving represents an economy of 5% to you. *That is more profit than the average big department store expects to make on a year's business.* Do not overlook this feature.

Help your neighbor by calling his attention to our goods. We feel a lot of satisfaction from the number of poultrymen that we have helped along the right road. Enjoy some of this feeling with us by helping your neighbor. It costs you little or nothing and may mean the difference between success and failure for him.

READ THE YEAR BOOK CAREFULLY AND OFTEN. IT WILL HELP YOU. WRITE US WHENEVER WE CAN ASSIST.



Hatching Chickens Naturally



IN SPITE of the fact that many enormous poultry plants now operate under *factory management* style, and thousands of incubators are made and sold every year, *old mother hen is still supreme*. She still hatches more than the machines, and for any flock of less than 500 we earnestly recommend her use.

The annoyances experienced by some poultrymen and poultrywomen are like many other irritating spots in life—the result of misunderstanding, and it is the purpose of this article to present a simple method of setting hens which takes advantage of the superior results from natural incubation and eliminates the petty vexations that creep in where the hen is not understood.

The eggs, especially during March and April when the germ carries the lowest vitality, hatch from 10% to 25% better under hens. We admit it is a little more work to care for the sitting hen.

The hen's time is not altogether lost, for she lays better after raising a brood of chickens, and the chickens properly cared for in small lots are away ahead of the *factory plan* youngsters.

High-class show birds cannot, never have and never will be raised in large lots. They must have room.

So much for the reason why; now the question is—how to do it. And I am going to assume that you intend to raise 500 chickens and the same suggestions will apply if you only intend to raise one-half, or one-fifth, or one-tenth as many, or if you intend to double the amount.

First of all, fix up a room to set them in, and which can be darkened by burlap bags—or other methods—over the windows, allowing circulation of air, but little or no light, except at stated intervals, as described below.

The size of the room is, of course, determined by the number of birds to be handled; a loft in a stable, or a part of a barn cellar, an empty pen in the hen house, all make good setting rooms, but quiet and darkness we regard as the

two strongest points to consider in making the selection. Less trouble from rats will be found in the loft than in the cellar—and get the rats before they get your chickens.

For nests, get empty western egg-cases, usual cost about 5c each, or empty orange or lemon boxes; remove over half or two thirds of the top, then lay on the side in this manner:—the one-half top serves as the front of the nests and it allows the hen to step carefully onto the nest without jumping down, resulting in little or no breakage of eggs. Then the nests are easily moved about, and the setters carefully examined with the least amount of annoyance to them.

Make the nest of chaff, or short, soft hay or straw, —slightly saucer-shaped, but not too much so, for if the eggs on the sides are too high, they are inclined to come over on top of the middle row and again the weight of the ones on the side bear upon those in the center, and breakage, especially at hatching time, results.

Arrange the nests around the outside wall of the room, the open side of the nest facing the wall. (See illustration page 3.) If the nests more than circle the room, set up some boards, two feet or so in width, through the middle of the pen, and put a row of nests, facing each other, with the board nailed firmly in place between them.

Get your room ready with nests all in place before the season starts, for you will have enough to see to later on.

When you find you have a hen that wants to sit, let her stay on the original nest in the laying house two or three days, then carefully transfer her to the setting room after dark, carrying her carefully in the arms, not dangling by the feet, and place her gently on the nest with one or two glass eggs under her.

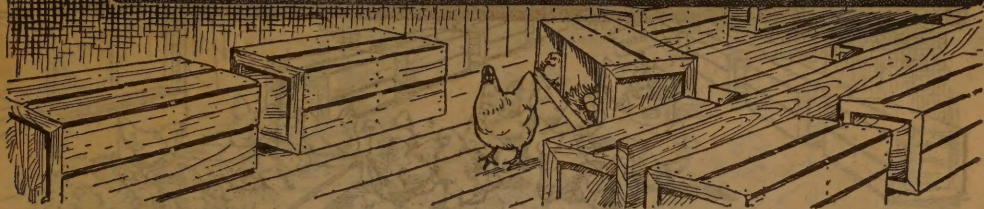
If possible, you had better wait until you have a second candidate before placing the eggs under the first one, for it is much better to set them in groups, otherwise every day will be "hatching day by and by," and besides, when two or



High
class
birds



Arrangement for sitting hens



more are started at the same time the eggs can be started and perhaps all the fertile ones can be put under one,—or if three are set, all under two hens.

Keep this up until hatching time, and then if hatchings are not good, further economy of the hen's time may be brought about by giving all the chickens to one or two and setting one of the hens over again, in another group. This does no harm and she really seems to set better the second period than the first.

The second morning (see illustration page 4) after starting the setting room, and each succeeding morning, until the season is over, go out and lift the covering to one of the windows,—the south one preferred,—scatter plenty of whole corn, no other feed being used, and have a dish of water, or perhaps two dishes if the flock is large, with a good, big, flat box of sifted coal ashes right in front of the window, where the sun will shine into it, to encourage dusting.

Now gently move back each box and carefully lift each sitter off the eggs and push the nest back into place so that sitters cannot go back until you are ready to have them do so. Get them all off together. If they are strangers they will fight a little, but we want them to do their fighting now and not after the chickens come.

Now leave them alone and go and get your breakfast. This will give them a half hour or more to eat, drink and dust themselves. Coming back into the room (always move slowly), set each nest box away from the sides on an angle so that each hen may step onto the nest, and it does not matter much if each one does not take her own nest so long as the birds are of the same size and shape.

About once a week dust each hen carefully with a good lice powder or Dalmation insect powder. Do this after dark also.

Keeping the hens off the nest for one half hour per day the birds do not foul the nests, and if any eggs get broken, carefully wash them in lukewarm water, make a new nest if the original one is soiled, and let the hen go back to work at the usual time. If you find a clumsy hen is inclined to break eggs, better break her up and put another hen on her job.

When hatching time comes and the eggs begin to chip, don't take the hens off the nest until the hatch is over; let them entirely alone, simply taking the other birds off without disturbing the new mothers.

At no time should the sitters be disturbed needlessly, but the day that the hatch is "coming off" is the time that particular attention should be paid and "no admittance" should be posted on every nest box.

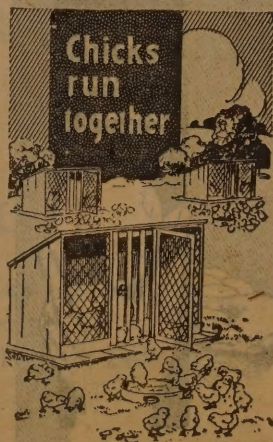
You have doubtlessly noted how carefully a good sitter will hug the nest during this interval. There is a reason. During the act of exclusion while the chicks are breaking through the shell, there is quite a bit of moisture released under the hen. If this moisture is allowed to escape, the half-hatched chicks sometimes stick in their shells, as they do frequently in the incubator, but if the hen is not disturbed she holds this moisture under her and the hatch is usually perfect; viz., every chick that chips usually comes out.

The morning of the twenty-second day, remove the egg shells and the unhatched eggs, and if the hatchings are good, let each hen "mother" have twelve to fifteen chickens of her own hatching. If hatchings are not good, double them up after dark, putting not more than fifteen or sixteen chickens with a hen, and set over again the hen that is thus relieved, letting the chickens stay another day under the new mother. She will then own them all, whereas if you attempt to add to her flock after she has left the nest, she is not always so motherly and sometimes picks and kills the new members.

Hens that have set together—and by making careful selection you may be able to have hens from the same pen hatch at the same time—you can frequently coop together and they will each own all the chickens, using for this purpose a coop 4x6, or 3x6 feet in size. If the hens do not agree and persist in disowning any but their own chickens, pen each one in the corner of the coop but let the chickens run together. This saves work later on, for the chickens can continue to live in the same roomy coop after the hens have weaned them.

By all means get the hens to agree and run together, if possible, and let them out and run through the orchard when the chickens get size enough, say at from two to four weeks of age, depending upon the season of the year, the weather, etc.

Spread the coops about and give the youngsters the advantage of all the



The second morning



feed, light and air you can. (See illustration page 5.) But this spreading process need not be completed until after the chickens are about ready to wean from the mother hen.

In other words, in order to economize your own steps when the chickens are young and require more attention, it is entirely practicable to keep the coops fairly close together and near the other buildings, while later in the season the youngsters need all the room you can give them and require very little attention.

This method of caring for and hatching chickens has been used by the writer since boyhood, and a trial will convince anyone that a lot of the abuse heaped upon sitting hens is not the fault of the hens; that most of the lice are the result of not giving them an opportunity to dust themselves; that broken eggs are the result of fighting on the nest; and abandoning the eggs is because they get off the nest and, wandering around in a strange place, get bewildered.

Carefully conserve your hens' time by testing the eggs often, and you will find that hatching 500 chickens with the above method is not any more work than caring for an equal number with incubator and brooders and your success is much more certain.

Simple Rules for Testing Eggs

A very simple egg tester can be made as follows:

Darken the previously mentioned south window with a dark colored, heavy cloth curtain that excludes practically all the light. Cut an egg-shaped hole in the curtain and darken all the other windows. Select a day when the sun is bright and shining on this south window. Now bring up to the vicinity of this shaft of light coming through the curtain your nest of eggs to be tested.

Hold the egg to be tested against this curtain in such a manner that no light can penetrate into the room except such as comes through the



egg. If the eggs have been incubating a week, you will see very plainly the well-developed germ of the chicken. This will look more or less like a "spider" floating in the upper side of the eggs (that is, if the eggs are taken carefully from the nest in the exact position in which they lay in the nest), as the germ is always between the yolk and the breast of the hen.

To test this easily, place your thumb on the upper side of the egg (and always test the eggs when they are warm and not after the hen has been off the nest a half hour or more), and the germ will be found right under the ball of your thumb, provided that you have not allowed the eggs to turn over in the nest.

The eggs test more easily when they are warm, for the reason that the blood circulating from the embryo heart, which is the black center of the "spider" above referred to, is much more active when the eggs are warm than when they are cool.

The germ, or "spider," floats in the upper side of the egg and practice will show you that all eggs that hatch look about the same at testing time; the doubtful ones containing blood spots, false germs, etc., never hatch and should be thrown out. The clear eggs are practically as good for cooking purposes as eggs of the same age kept in a warm room. Save them to boil and feed the chickens on, anyway.

This same plan will be found very handy when testing eggs in an incubator with a lamp tester.

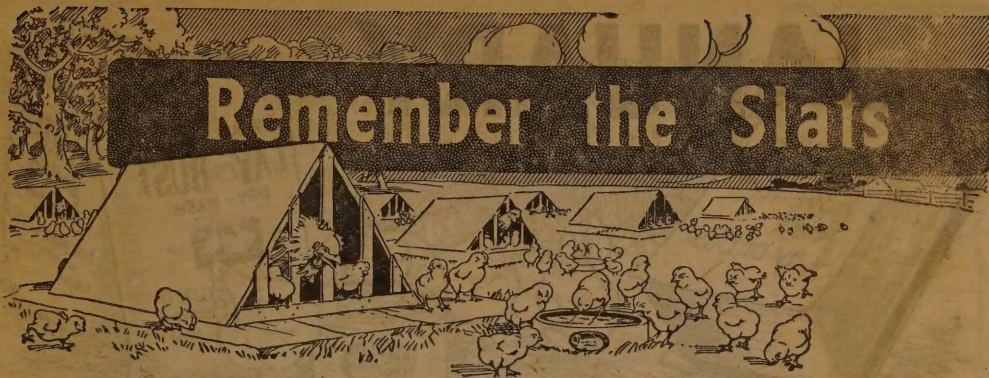
Raising Chickens Naturally

Early hatched chickens—and by early hatched we mean chickens hatched in March—while very valuable, are harder to rear than the later arrivals. They should be kept in smaller units, not over fifteen with a large mother hen, and twelve if the hen is medium size. For these young, early-hatched chickens be sure that the brood coop has a board floor and that the floor is always dry.

The best coop is the one that provides for the comfort of the mother hen and her brood during fair weather or foul—a coop that is light, easily cleaned and has enough size to insure no crowding when the chickens are weaned from the mother hen.

The coop should have a tight roof, and the front so constructed that the chickens can slip in and out without squeezing, as the squeezing causes "slipped hip," crooked backs and other deformities which develop later. Remember that the slats are only to hold the hen in the coop, and that they should allow plenty of

Remember the Slats



room for the chickens to go in and out freely.

When the weather gets warmer, by June 1st, remove the bottom of the coop, letting the mother hen and chickens sit on the ground, but be careful not to set the coop in a depression in the soil where there might be danger of flooding in case of a quick shower. Small coops and large chickens with board floors make hot chickens, and colds and roup later in the season. Open floors, chickens sitting on the ground keeps them comfortable and healthy. When they get to the size that they start roosting on the top of the coop, provide roosts and let them follow their inclinations.

Feed first Baby Buster Chick Feed on a shingle, later feedings in litter. Also after the youngsters are a week old, keep an open dish of Growing Feed constantly before the chickens in a light place.

When the sexes can be readily determined, remove the cockerels and sell them or pen them by themselves, and let the pullets have the range and the best of everything. (See page 30 for fattening for market and page 31 for developing pullets.)

Grass yards, good comfortable houses or roosting places, plenty of Growing Feed and grain will soon put the males in market condition and turn them into money.

As the pullets come to maturity, keep the various sizes by themselves (this gives the small ones a better chance for development), and a month or six weeks before they begin to lay get them into the winter quarters and have everything in winter quarters before October is gone.

If skunks are bothersome, catch them in traps; they are stupid creatures and will go into most any kind of a trap baited with stale or smelly meat. Put wire bottoms in the coops to prevent Mr. Skunk from digging under the coops and getting in and killing the chickens.

If foxes bother, keep chickens confined in the coop until you are up and around in the morning yourself, and fence the foxes out if the range is isolated.

If cats are troublesome, set a box trap baited with a dead chicken, and if the cat is innocent the chicken will not tempt him, but if he is an old offender you have him with the goods right on him. Dispose of him in as quiet a manner as possible, and thus avoid neighborhood friction.

Hawks cannot catch chickens that roam under piles of brush or cornstalks, or wire fences so constructed that the youngsters can travel about under and through them, but so placed that the hawk has no opportunity to swoop down and chase them on the wing.

The success of chicken raising lies mainly in your ability to keep them properly fed and comfortable with the best feed.

Prevent
hawks
catching
chickens



LET US HELP YOU

WE maintain a staff of writers to help and assist you through any trouble, anywhere, at any time.

Address all inquiries to "Poultry Editor," The Park & Pollard Co., 46 Canal Street, Boston, Mass.

JANUARY



EXPLANATION

Special paragraphs on **STARTING** in poultry keeping will be found at the beginning of March, June, September and December. Thus full information for **STARTING** in the Spring months of March, April and May will be found at the beginning of the first Spring month—March; **SUMMER STARTINGS** will be found in June; **FALL STARTINGS** in September; and **WINTER STARTINGS** in December.

Hints on Diseases have been classified in the

same way under the last month of the quarter; **SPRING DISEASES** appearing at the end of May; **SUMMER DISEASES** at the end of August; **FALL DISEASES** at the end of November; and **WINTER DISEASES** at the end of February.

This plan will be found easy for reference.

Besides these monthly hints we are always ready to give assistance and advice in personal interviews, or through our Correspondence Department.

PLAN YOUR YEAR'S WORK, AND THEN WORK YOUR PLAN

JANUARY is a good month to plan out the campaign for the next year's or five years' work. Make up your mind, first of all, that you are going to be a high grade poultryman; that you are going to improve your last year's profits; that you are going to raise your stock better this year than you ever did; that you are going to have a plan and **stick to it**; that nothing will tempt you to keep changing from one breed to another; from raising eggs for market to raising eggs for hatching, from market poultry to fancy poultry; and that you are determined to so improve your breed by careful feeding that they will weigh from one to three pounds more when they go to market, and that the cockerels will go to market from one to two months ahead of any of the neighbors'. **You can do it. Stick to it.**

If you are already keeping poultry for profit, enlarge your plant just as much as your circumstances will permit; adopt our No-Yard system and thereby greatly increase your capacity.

In addition to preparing for an increased business, make your resolution cover a greatly increased product. In other words, plan to raise more chickens and raise them better than ever before.

With improved feeding and care (and no additional expense), you can easily increase the average weight of your flock from one to two pounds each. You can increase the laying average of your pen from 5 to 25%, and you can get your broilers to market from one to three weeks earlier than in the past, and get from 10% to 50% more from them.

Keep every pullet that is healthy, whether hatched early or late; feed them to the limit as directed in our Feeding Chart, and buy enough pullets to fill every pen if you have not enough otherwise.

If one keeps hens for egg production alone, there will be no need of having any male birds.

Late hatched June and July pullets should begin laying this month, if they have been properly fed and cared for. Broilers and roasters started this month bring the cream of the year's prices, and the parent stock should be selected as per suggestions in our fall and winter hints. (See December hints.) They should be laying well now, and the incubators and brooders put into working order, and the work started early in the month.

Small flocks spell big profits, and this rule holds good from start to finish.

Pampered stock and pampered chicks spell failure.

Get your incubator this month, and be sure you have plenty of brooding room. Most poultrymen make the mistake of not providing enough space for the youngsters after they hatch.

To reclaim the unimproved and waste land of New England and the Middle Atlantic States, the farmers should return to the raising of live stock, and the time to begin is right now.

Start now with a carefully laid out plan to get your pullets hatched in March or April.

Breeding stock previously selected should be housed in cold houses and

YOUR MONEY'S WORTH OR YOUR MONEY BACK

fed upon our "Lay or Bust" and Scratch Feed with oyster shells always within reach. This ration insures a steady egg yield, birds always in good health, and if the stock is such as we have described, eggs are sure to be fertile, and chickens hardy and easily reared. Sloppy, wet mash, stop-watch feeding is not only nerve-racking and continuous drudgery to the owner, but keeps the birds on edge and at all times watching and waiting for the next feed. Where our way is once given a trial, the old methods are sure to be laid on the shelf, and you wonder why this business method was not previously discovered.

 Keep the birds in airy houses with liberal-sized opening in the middle of south side, which are never closed night or day, and feed our feeds as directed.

 Keep an egg record. Try to have an intelligent idea of what your poultry costs you and what it returns.

 It does not matter how you

are interested in poultry; if already in the business, but wish to enlarge or increase your profit the coming year, or if you own a farm on which you are not realizing as much as you think you should, sit down and write us all about it, and let us see if we cannot help you. There will be no charge for our services, and your letters will be answered by men thoroughly versed on the subject. No ballooning or fairy tales. To make a success of our business, we must make a success for our customers.

 Would you put cheap, unsound lumber into the foundation of your house? Of course not. Then why use cheap chick feeds in building the frames of your next season's breeders and layers? It only saves you perhaps one-fourth cent per chicken.

 Every bird gets its start in life as a meat eater. The Park & Pollard **Baby Buster Chick Feed** is the only clean chick feed that contains meat.

6805 Greenway Ave., W. Phil., Pa.
January 6, 1916.

The Park & Pollard Co.

Gentlemen:—Enclosed please find my report for the year. To begin with, my fowl are confined to a space about 20x16 feet for two houses. I raise R. I. Red utility stock, start them on Baby Buster Chick Feed, then Growing Feed until well developed, when I use the Lay or Bust and Growing Feed until they start laying and then cut out the Growing Feed. I am fortunate in being able to sell all my eggs at a good price, as they are large and fine flavored, due, to the Lay or Bust. I have eggs for ourselves nearly all the year and some to spare when they are high in January and February. Last spring I used one of your Lullaby Brooders and it worked fine. I used it on two hatches of chickens and expect to use it again this spring.

Yours sincerely,

(Signed) WALTER S. KEENE.

Seymour, Conn., Jan. 11, '16.
The Park & Pollard Co.

Gentlemen: Enclosed find the record which I have kept for the year 1915. I have used your Feeds with good results. The Growing Feed I found made the little Chicks grow like magic. People who saw my little chickens asked me what I fed them and I told them P. & P's. Growing Feed, and so they too began using the same feed with the same good results which I obtained. My pullets which are now being fed Lay or Bust Dry Mash, are laying. They are so fully

matured that their eggs are not small as pullets' eggs are apt to be, but just as large as hens' eggs.

I have now used your Feeds for about five years which means they give satisfaction.

Yours very truly,

(Signed) IRIS E. MUNSON.

1 Wentworth St.,

N. Providence, R. I.,

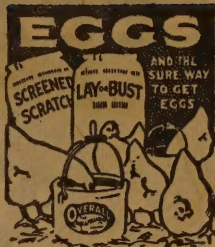
March 11, '16

The Park & Pollard Co.

Gentlemen: In writing you in regard to my winning in your 1915 Contest, I will try to give you a little history of my poultry keeping. Three years ago I bought 6 rather poor Barred Rocks to start with. My next problem was how to feed them. I asked neighbors and all seemed to have a different way, until I happened to call on a friend of mine who used to keep hens and he gave me one of your old Year Books. I read it very carefully more than once and the more I read it the more I liked it and I made up my mind to try it. Since then everything has been easy. Since winning this prize everybody is asking how I did it and what the secret is. I don't believe there are any secrets in poultry keeping. I've never forgotten what I read in your first Year Book I ever read: "There's more in the feed than in the breed." I am still keeping up my record as usual and am doing very well this year. Wishing you every success, I am

Yours very truly,

(Signed) JAMES W. TURNER



JANUARY

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RESULTS

FEBRUARY



 **KEEP** the "Overall" feeders well filled with "Lay or Bust." The birds are keeping union hours now. Hens are gluttons. They **must** be in order to produce the enormous amount of highly concentrated food stuff that their year's eggs represent. Moral:—Cultivate their gluttonous appetites by continuous feeding. Your reward will be more profits.

 This is the month of extreme cold, but keep the front of your house open enough so that the frost does not gather on the inside.

 Winter chickens, in fact all chickens, should be well fed in order to get the benefit of the quick-growing habit of the previously selected ancestors. Surely the youngsters cannot make bone and muscle out of a "pleasant view" or "good sunny weather;" something more satisfying to the appetite will answer much better, and while plenty of good vitalizing air must be provided, so must an abundance of food be always within reach.

 Is your house fixed so that it is free from draughts? Use waterproof sheeting instead of glass in all your poultry houses.

 Use plenty of good litter. The birds need exercise to keep in the condition that means profitable poultry.

 Scald out the drinking dishes occasionally.

 Get your chickens out in the open air after they are ten days of age regardless of temperature. They must have an out-of-door run to avoid leg weakness. Feed them something they like on a bare spot of ground just outside the building, and provide easy access to and from the house (no stairs or blind passageways). Do not be afraid if they should eat a little snow.

 After a person gives our Growing Feed a thorough trial we are sure of as many customers as they have friends in the poultry business.

 Chicks of the large American breeds hatched this month will make the best of early roasters, and will bring good prices in June and July.

 Explain to your dealer that you have already started your incubator, and

that you have a few hens that want to sit, that the chickens will soon be here and that you will want "Baby Buster" Chick Feed and Growing Feed right away—also drinking fountains and feed dishes.

 If your rooster is old, do not have too many hens in the pen with him, if you expect the eggs to hatch.

 It costs at least \$1.00 a year to feed a male. Better keep an extra hen.

 Turkeys should be properly mated and well fed, that they may get to laying early. Don't keep them closely confined; turkeys more than any other poultry need free range. Margaret Mahaney's book on turkeys, price \$1.00, will make a success for you.

 We recommend stone drinking vessels arranged on the side walls and on raised platforms, so that the birds have every inch of floor space to scratch in. These stone jars are not easily upset, the water keeps cooler in summer, and there is never any possibility of corrosion or poisoning of the birds from the use of any kind of medicine in the drinking water.

 Start the "Lullaby" Brooder in a clean house with not more than 25 chicks together and feed liberally our "Baby Buster" Chick Feed, better up to the wasting point than to let some of them go hungry. Start the Growing Feed as soon as they are five days to a week old, and then give them the run of the dirt floor of the house for another week. When two weeks old daily out-of-door exercise must be provided and insisted upon if you wish to grow your chickens successfully. Leg weakness is sure to follow if one attempts to rear them without it.

 Chickens hatched in the middle of winter need good brooding accommodations, and while the style of house and plan of brooder may vary with the owner's fancy, for a safe proposition nothing equals the small colony house with a "Lullaby" Brooder contained therein. Many a poultryman has been shipwrecked by the old style brooders, but the "Lullaby" is a lifesaver to the chickens and their owners,—only costs \$1.00.

 Be sure to see that the little chicks do not bunch up out in the bright sunlight.

YOUR MONEY'S WORTH OR YOUR MONEY BACK

The sunlight has a fascination for them and frequently they will huddle together and get chilled outside in preference to going to a warm hover chamber. In wooden brooders it is sometimes better to hang a thin curtain over the glass window to avoid this trouble, until they reach a more discriminating age. If your breeders are healthy, strong birds, and your house is open so that they practically roost and live in the open air 24 hours a day, and if you feed as we direct the **chickens will be vigorous and healthy, and you will raise every one you put in "Lullaby" Brooders.**

Baled shavings make excellent litter for mature birds. Use a finer material for chickens. (Alfalfa is excellent. Most grain dealers carry it in stock.)

Keep the turkeys dry. Do not allow their feet to become damp or cold. Use plenty of clean, fresh litter, at least 12 inches deep.

See that there are no cracks left open in the turkey house to cause drafts. This will mean roup and colds. Use a little lime and ashes on the droppings-board during the freezing weather. The boards can then be cleaned more easily.

Add a little corn to the evening meal for the turkeys. This grain is heating and will help to warm the birds during the long, cold nights. Be careful to see that the house is not closed so tightly at night that the dampness will remain on the walls.

Never allow the turkeys to run outdoors when the snow is on the ground. This will do more to hinder early egg production than anything else. Keep the front of the house open at all times to eliminate the foul air.

Be sure that the turkeys are not crowded in their winter quarters.

POULTRY HINTS FOR AVOIDANCE OF WINTER DISEASES

If birds are properly housed, fed and cared for, there should be practically no disease. We give the Disease Hints more as conditions to be guarded against than as cures. It is always economical to kill really sick hens, as disease affects the future productiveness of the bird, besides the probability of the spread of the disease through your flock to your still greater loss.

Troubles in winter months are likely to be from confinement, sometimes resulting in egg eating and feather pulling, caused by the birds not getting all the variety of feed which they pick up while on range. These elements we supply in our "Lay or Bust," practically eliminating all chances of this trouble.

Crop-bound birds have not been getting enough roughage in their feed, and to satisfy the craving eat their litter, straw or long hay used in making nests. This long material accumu-

ulates in the crop, and sometimes causes death. Park & Pollard "Lay or Bust" provides roughage.

Canker sometimes appears, but it is really a case of roup that you thought you cured last fall. Healthy hens do not have it unless they drink out of the same dish with the sick ones. MORAL: Isolate or dispose of all doubtful ones.

You cannot get a satisfactory egg yield from your table egg layers if you allow them to run out on cold ground, or if the bottom of your pens is bare. The circulation of the blood is very active through the hen's foot, and she cannot devote her feed to making eggs if it takes too much of it to keep her feet warm.

KEEP HER OUT OF THE SNOW AND OFF THE FROZEN GROUND, WITH PLENTY OF LITTER IN THE PENS. KEEP HER DRY DURING THE LATE FALL AND WINTER MONTHS.

Farmingdale, L. I., N. Y.
Dec. 17, 1915.

The Park & Pollard Co.
Boston, Mass.

Gentlemen: We have been using your Growing Feed for three years and wish to take this opportunity to tell you how much we like it. Needless to say we have tried several other brands yet our chicks have never done so well and grown so fast as on your own make. If any of your prospective customers want to know who uses it, tell them to ask us.

Yours very truly,
TYWACANA FARMS POULTRY CO.
(Signed) A. E. Wright, Supt.

Portland, Me.,
February 9, 1916.

Park & Pollard Co.,
46 Canal St.,
Boston, Mass.

Gentlemen: Have used your feeds since 1913, and find them productive of results. I now have one S. C. Red Pullet that laid her first egg September 17th, 1915 and after missing the 18th laid an egg each day for 67 consecutive days, a total of 68 eggs in 69 days. This, on Park & Pollard feeds.

Very truly yours,
(Signed) JOHN P. TOWNSEND.

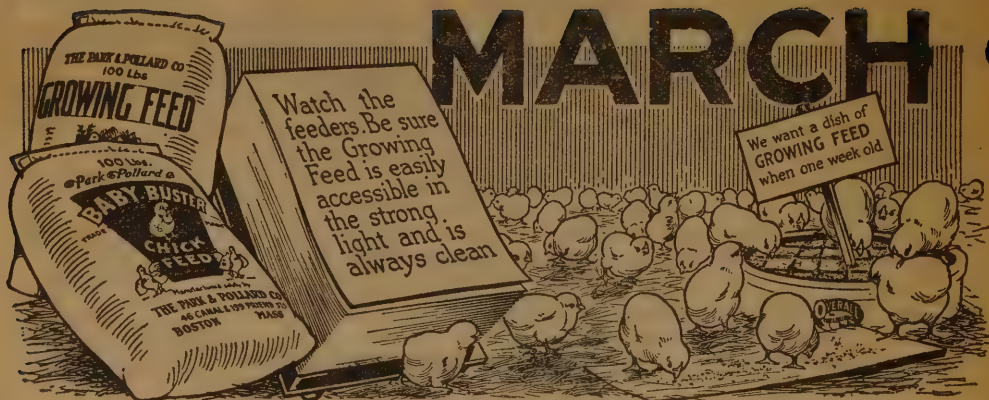


FEBRUARY

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RESULTS

MARCH



STARTING POULTRY KEEPING IN THE SPRING MONTHS

If economy in first cost is an object, starting with newly hatched chickens will be found best. Use "Lullaby" Brooders for them inside a No-Yard house. See pages 44 and 45. After ten days of age give them the run of the house, separating into lots of 25 with chicken wire between. When two weeks old, provide runways, outside, covered to keep out the cats, and when the cockerels are ready for broilers send them to market, giving the pullets the entire house in which to mature.

 IN ALL the twelve months of the year, March is the best one for hatching chickens. There is not a month in the year that chickens cannot be hatched and reared with a good profit, but March has it over them all.

 This is the month to get out your next fall layers that pay the creamy profits.

 In mating the pens of breeding stock, refer to the fall and winter hints. If breeding from pullets, mate with large, healthy, two-year-old cocks (there is no better mating than this), and put them in a cold house. Make them dig hard for every kernel of grain they eat. Remember that nothing but the most vigorous is good enough, whether for eggs, roasters, broilers, or fancy poultry.

 Following a hard winter, this is a month of poor hatches. Don't blame the incubators or the sitting hens, for the chances are that you are the one at fault. If you want good hatches in March, plan for them during the previous fall months. You cannot expect good hatches from stock that has been fed upon wet mash, and partially smothered all winter in glassfront houses. Such stock needs a few weeks' exercise in the open air to get thoroughly alive again.

 See that the roofing paper is on tight, for this is the month of excess ventilation, high winds and discomfort if unprotected.

 Your breeding stock should be out in colony houses with good size grass yards and wind breaks.

 Start fighting the lice and mites.

You can overfeed your chicks the first 48 hours and sometimes the first week, but

While this plan does not provide an immediate income, it costs very little to start it, and the cockerels sold should pay for the feed that they and the pullets have consumed up to time of marketing.

Using incubators, you simply provide more "Lullaby" Brooders as the chickens hatch.

If hatching with hens, set them in a dry place with plenty of ventilation.

Avoid damp cellars. Forget about sods and damp earth in the nest.

after that you would have to use a shovel and a tamping bar to overload them, if you use properly balanced feeds.

 Get the spring coops and fittings cleaned up and in working order.

 Figure out about how many you will need and have them all placed where they can be easily reached at the time wanted. Then there will be no need of rushing around looking for a coop when other work is pressing, or else using the handiest thing for the hen and her chicks and losing many in consequence.

 If you build your roosting coops for your young stock on the colony laying house plan, you will find that your capital is working twelve months in the year; whereas, if you use a low, small roosting coop, you must rebuild again in the fall. Select a type of colony house that pleases you, then add to your plant each season as many of these colony houses or units as you need. In other words: Have a plan and then work your plan. Brains are needed as much as capital in the poultry business.

 As a rule the eggs from hens that did heavy laying during the winter will not be so fertile as eggs from hens that made but a fair showing.

 Give the hens a hopper of Growing Feed in addition to "Lay or Bust." It will help their condition and the fertility of the eggs.

 The use of substitutes is like measuring potatoes in a three-peck-to-the-bushel measure—your potatoes hold out longer but you lose in the end. The "competitive" feed may save you money, but you lose in the final count. Remember

YOUR MONEY'S WORTH OR YOUR MONEY BACK

when you let your dealer persuade you to use something "just as good" as our feeds, that you alone are the loser.

Set all the broody hens that come along this month.

Keep the incubator full. After ten days, swap the eggs out from under the hens into the incubator. The machine will finish them up better than the hens and deliver more chickens, with no lice. An incubator and the hens working together make a splendid combination and beats either one working alone.

Healthy chickens live unless abused. Healthy hens lay eggs, that if not abused, hatch healthy chickens. Now it is up to you; if you are losing chickens, why? Are you abusing them, or did you abuse the old stock? Abuse may come in two forms,—neglect or over-attention,—trying to keep your birds too warm in winter, feeding improper feeds, etc. You may be keeping your chicks too warm, not running your incubator properly. There is a reason for the death of every chicken. Try and see this year if you cannot cut last season's mortality one-half. Let us help you.

Use "Baby Buster" Chick Feed several times a day the first week, then add a dish of Growing Feed to their bill-of-fare, and see that they eat plenty of it. The more they eat, the faster they will grow. Quick

growth means joyful trips to your bank early and often.

If you are not getting a satisfactory egg yield, let us know how you house and feed your stock. We will give you the benefit of our experience.

Old style brooders wrecked many a poultryman. The "Lul-laby" is a life-saver to the chickens and their owners,—only costs \$1.00.

Early January hatched broilers can now be marketed, as the demand for his month does not call for them to weigh over three-quarters to one pound each. Market limited as to number required.

Cockerels of the American varieties, March hatched, caponized, sell at good prices for roasting chickens during August and early September. This month is usually the year's lowest point for prices on eggs.

Cut Alfalfa makes splendid litter for brooders and runs for early chicks, always sweet and not expensive.

This is the month in which to select breeding stock for turkeys. Experience has taught us that two and three-year-old males make better breeders than younger birds. They grow stronger stock and show a larger percentage of fertility. Five or six females is the number that should be used to one male. Do not allow the turkeys to go out in the spring of the year until the ground is well dried off.

THE IMPORTANCE OF FULL FEEDING

Start with the chickens.

Continue with them right up to laying.

Hustle them off to market early.

Crowd them as soon as they begin to lay.

Feed them to the limit right through the winter.

Ask your dealer for one of the new cardboard egg records. Free.

Push them for all that is in them during the next summer.

Feed them heavily all through the fall.

Market the table egg layers fast by swinging to Growing Feed and crowding them.

Then ship to market and begin again.

Gloversville, N. Y., Mar. 8, 1916. The Park & Pollard Co.

Gentlemen: Your letter of March 6 received. To hear that I was the winner of your 1915 Contest in the State of New York both pleased and surprised me. But I can't take all the credit for the unusual success. The greater part belongs to the use of Park & Pollard Feeds and your methods of feeding that are enclosed in each bag in a plainly written circular.

I have been keeping chickens in the back yard for the past seven years. Up to five years ago I enjoyed the indifferent results obtained by the majority of chicken raisers until I chanced to read your ad in some

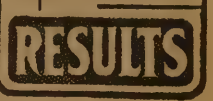
poultry paper exploiting the advantages of "Growing Mash" for young chicks. It "listened good" and I ordered a bag of our local agent for feeds, and during the spring of 1911 had some fun with my neighbors, who were amazed at the rapid growth made by my chicks in comparison with their own. I then determined to use your "Lay or Bust" and Scratch Feed for layers and see if they would pan out as well. Of course they did and I became a constant user and a booster for Park & Pollard Feeds, and the winning is the result.

Yours truly,

(Signed) D. F. MAGEE.



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APRIL



Set
Lay or Bust
out where
the hens
can see and
they will eat
and lay eggs



 A NICE month for chicks, but watch out for sudden showers. The extra care you give them now means lessened care and larger profits later.

 If not intending to use broody hens for sitting, do not let them waste time on the nest. Catch them the first night you find them on the nest and place in light, airy coops, with wire or slat bottoms. This kind of a coop keeps them from hugging a board floor or the ground, and by permitting the free circulation of air below them, tends to reduce the fever which is in their blood at this time.

 This is a good month to get out your fall layers.

 Feed all your chickens 25 per cent more feed than they ate last year if you can bribe, coax or threaten them to eat it. It pays.

 Do not be afraid to give the chicks all the sour milk they will eat. Good for them. If there is anything better we have never found it.

 Because eggs are cheap, don't stop feeding "Lay or Bust." You might get a fair egg yield this month without it, but you want eggs all summer and you can get them if you confine your birds and feed them "Lay or Bust" just as you did in the winter season. Double your profit by so doing.

 Better caponize the cockerels if intended for roasters. Place in fair-sized yards or let them run at large, and feed—and feed hard. These chickens are going to be worth thirty cents a pound in June and you cannot afford to have them stand around a minute waiting for the feed to come.

 Try this year to have a nice lot of big five or six-pound soft roasting chickens to sell during the Christmas holidays.

 Use all the poultry manure in top-dressing the grass land or on the garden plot.

 Broilers are in better demand during the last part of April and first of May than at any other time of the year.

 This is the month when the demand for Growing Feed increases rapidly.

 Tell your dealer to order a good stock of Growing Feed. It will outsell the chick feeds and the demand will extend

into the winter. Tell him you will soon need "Overall" Mite Killer and if he has not already ordered it, now is the time.

 Let a few hens hatch a clutch of chicks if you have no incubator, and set them the second time—it rests them—but give the chickens to the "Lullaby" Brooder; costs less than the old hen's time is worth.

 On the other hand the old hen is a very reliable method of raising chickens that the artificial methods have not quite equaled. She hatches eggs that will not hatch in an incubator, and if her whims are studied she raises stronger chickens than most of the brooders today. If you are raising less than 500 chickens, don't overlook Dame Nature. She has been at it since the world began and she's not a back number yet.

 Get your birds out of doors, give them plenty of room, not too many females with your males.

 If you have previously lacked the nerve, take all the windows out of your poultry house this month, provided, of course, that they are all in the south side.

 Watch the cockerels and pullets and mark now the ones making the most satisfactory growth, choosing those that have grown steadily and at all times have been plump, full-breasted, and in good proportion. For breeders avoid those that grow leggy, with thin breasts, and also the ones that grow unevenly, making a month's or two months' progress and then apparently stopping and later going ahead again.

 A good garden, a cow, a flock of hens, and you can cut your grocery and provision bill in half and begin to live where you only existed before.

 Growing Feed is the ration that puts those nice plump broilers and roasters on the market, and gives us the big hardy pullet that lays all winter, and in the spring produces the kind of chicks that are bound to live if given half a chance—and our feeds.

 Cull your flock closely. Market or eat everything that is not making valuable use of every kernel of grain it eats. Do not house any loafers. Get them into money.

 February chickens should be weaned from brooders and placed in colony houses this month.

YOUR MONEY'S WORTH OR YOUR MONEY BACK

 The **Growing Feed**, plenty of green food, and a hearty meal of grain at night will promote rapid, vigorous growth. This means early market birds, or good heavy laying stock. For egg production, use "Lay or Bust" after the birds are well matured.

 January and February hatched broilers are now selling well and prices during the month should be at the top. If you think there is more money in them for you as broilers, let them go now, if they are large enough. The Boston market calls for larger broilers this month than in February and March, and wants still larger sizes in May. Always give the party paying the bill what they want; if they call for two-pound broilers do not send them one and one-quarter pound, or you will lose in price.

 Do not throw away that sitting of eggs simply because the hen left the nest and they got cold. Unless they have been exposed to freezing temperature for 24 hours in many instances the hatch will come along as if nothing had happened, if you put another hen on and let her finish the clutch.

 At this time of year give the turkeys free range. Keep them in the house only during the morning. This will encourage them to lay inside instead of stealing their nests and secreting them in the fields.

 See that plenty of green stuff is furnished the turkeys during the laying season. This will help to fertilize the eggs. Use hens to incubate the eggs at the first part of the season. Let the turkeys sit later.

 If your birds scratch litter into their feed dishes, set them up a little above the floor level of the pen on a box, or hang on the side walls.

 It matters not how you start at it—whether you buy eggs or breeding stock, baby chickens

or eggs for hatching; whether you build your houses or buy them, use long houses or the colony plan; whether you hatch your birds in incubators or under hens; brood them in cold brooders or heated ones, you must feed your birds on the best feeds to get results at the minimum expense and thereby prevent loss.

 Leg weakness, bowel troubles, smoky lamps, fires, and lamps blown out—all past and forgotten, and the chickens living much better and growing like weeds, in "Lullaby" Brooders. Price \$1.00 each.

 Send us the names of your poultry friends to whom you want us to send copies of this book. They will consider it a favor, and we shall be glad to send it. Remember it is our aim to help every poultry raiser make a success of his business.

 This is one of the best months to hatch pullets for middle-fall and early winter laying. Get out all you can.

 Get away from the old idea that you should keep fifty chickens in a lot. You will make almost, if not quite as much profit on twenty-five chickens raised in the "Lullaby" way, as with fifty raised in the old-fashioned way.

 The present tendency is toward larger flocks. This idea has been fostered by the dry feeding method which we introduced, but we are not impressed with its virtues as being all that they are exploited to be, and we think that the penultimate is already swinging back to the smaller flocks and **safety**. At no point is the "Safety First" slogan as true as in poultry keeping. Small flocks spell **SAFETY**, and that is the first consideration in making money at poultry keeping or any other industry.

 There never will be too many good poultrymen; do not be afraid of that. Be one of the best.

Bernardsville, N. J., March 30, 1916.
The Park & Pollard Co.

Gentlemen: I received the Lullaby Brooder all O. K. I think it is a dandy and I feel sure that I am going to have grand success with it. I am feeding them with your Baby Buster Chick Feed and Growing Feed and you can almost see them grow. I have not lost one. They are Buff Orpington chicks.

Yours very truly,

(Signed) THOMAS PARRY.

103 Western Ave., Waterville, Me.
March 10, 1916.

The Park & Pollard Co.

Dear Sirs: I received the \$5.00 in Gold, representing my winning in the 1915 Contest and was very highly pleased. I feel that I can recommend your feeds as the best on the market. I also received the Poultry Guide Post and think it is the proper thing for all poultrymen.

Very truly yours,

(Signed) E. L. SAWTELLE.

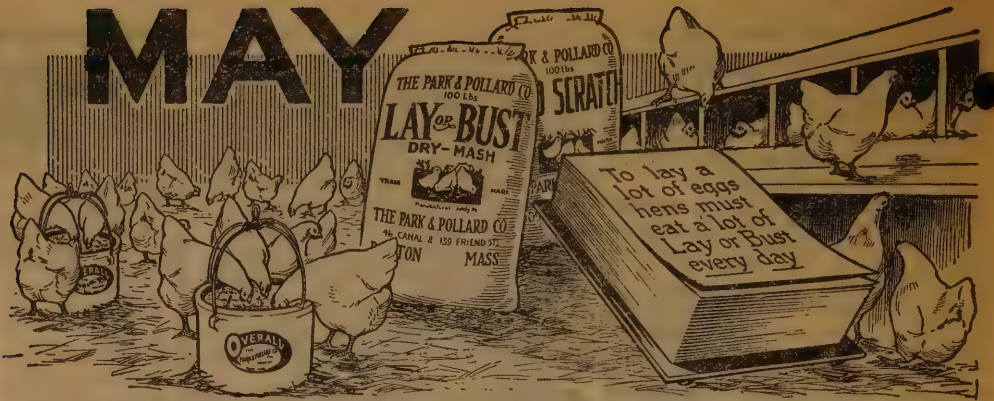


APRIL

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RESULTS

MAY



OF COURSE, you have noticed how much better those early chicks raised in the "Lullaby" are than their brothers and sisters raised in heated brooders or with hens. The "Lullaby" is even more necessary for the late chicks. "Never more" with the old methods.

March hatched chicks should now be leaving the brooders, and if they have been properly hardened will take quite airy roosting coops.

Hens with scaly legs are undesirable mothers.

Chicks of the Plymouth Rock, Wyandotte, R. I. Red and some other varieties hatched this month can be brought to laying by November first, if pushed with plenty of Growing Feed until full grown. (Leghorns take a month less time.)

Be careful of them on cool nights when first put out; see that they do not pile up and smother one another.

January and February chickens intended for early market should have grass runs and Growing Feed before them during the balance of their lives.

Your next fall and early winter supply of eggs is dependent upon the way you feed your early hatched pullets now.

It's not economy to feed a cheaper feed when you can purchase our Growing Feed. You may save 10% on the first and lose 50% on the lateness to market and the waiting for the pullets to begin laying in the fall. A flock of pullets that get to laying as they will if reared on our feed will frequently pay enough profit in six weeks' time to pay their entire feed cost while growing. **Again the best is the cheapest.**

Now that you have got those chickens well started, don't think you can let them shift for themselves and get big, robust breeding stock by full feeding a month or so before laying. Give them all the range you can spare and push the Growing Feed into them constantly. It pays big dividends to hurry their growth.

Don't put ten, twelve or fifteen females with an American variety male and expect good hatches.

Growing chickens in the hot months, too young to roost, will thrive much better if they sit on the ground; that is, if their coops have no floors.

Never put two ages of chickens together in any weather.

Don't put two chickens together where you know you should put one, and don't hesitate to separate them now, not next week.

Try marketing your birds alive. We don't know of a more nerve-racking job than picking a lot of broilers without tearing the skins. Many times you can get as much for them shipped to market alive as you can for them dressed. The labor saved is a big item.

There is no crop we know of that will produce such returns in green feed for poultry as Dwarf Essex Rape. Plant any time and care for it as you would young cabbage plant, until the plants are a foot high, then break or cut off the leaves as wanted daily for the poultry. The new shoots will spring up again and continue the process until the hard freezing weather of October and November comes. Four pounds of seed for an acre or land.

If your chickens are on range or in yards where the hawks bother them, sometimes convenient brush heaps, or stretches of wire netting, so placed as to break up the swoop of the hawks as they skim along the ground in catching the chickens, will stop their thieving.

In early spring a cornfield, with last season's stalks standing, makes an ideal dodging place for the youngsters, and Mr. Hawk will give it up as a "bad job" trying to catch them in among the stalks.

There is only one way to feed poultry if you would make a success of the business; stuff them with the right kind of feed from "hatch to hatchet."

Nothing but lice will cause the old hen to leave her eggs when she has settled down.

Sitting hens are lice breeders. This is one reason why the incubator is to be preferred for hatching chickens in large lots, 500 or over.

The chickens are free from lice to begin with and it is not such a difficult matter to keep the lice in subjection.

Whitewash the chicken coops. Disinfect the hen houses with a good disinfectant at least once a week, and continue

YOUR MONEY'S WORTH OR YOUR MONEY BACK

through the hot months to come.
 Stop the red mites with "Overall" Mite Killer before they get started—prevention is better than cure.

 Growing Feed and a good quality of scraps will produce eggs when the hens are apparently "laid out." Try it at our expense if it fails.

 Outdoor brooders must be kept under a shed or some kind of sun protection to maintain the even hover temperature desired. In teaching young chickens to run in and out of outdoor brooders regularly, use a sod or pile of dirt for them to run up and down on. Also when building their first yards make them A-shaped, with the apex at the opening of the brooder, then the chickens will have no corner to bunch up in during the bright sunny days, and their education will take much less of the attendant's time.

 With 25 chickens, a "Lullaby" Brooder, and a little feed, you are a full-fledged chicken man and going to make a success of it, too, if you simply follow directions that come with every brooder.

 Don't have any windows in your breeding pen. Waterproof sheeting is much cheaper and means dry, healthy quarters with live air around the stock at all times.

 Do not let the rats get a foothold. Young's Rat Destroyer puts an end to this. See page 64.

 Broilers are going down in price and the market is calling for larger birds, two and one-half to three pounds this month.

 Don't expect that you can milk your breeding stock with 50% daily egg yield from December to March, and then get good hatches of chickens that will live.

 Dealers should be careful that their stock of Intermediate-Chick Feed and Growing Feed is heavy this month, practically no limit to the sale. Tell your dealer so. Did he get Overall Lice Powder and Mite Killer in stock, as you asked him to?

 If you are through hatching, break up your pens and market the old cocks all but the very choice ones that you are expecting to use another year. They are a nuisance with their quarrelsome habits and a continual bill of expense.

 Be liberal with your estimate and have chickens enough and to spare. If you have twenty-five per cent. to spare when filling your laying houses you will always find a ready sale, and this gives you an opportunity to cull closely and reserve only the best for yourself.



MAY

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RESULTS

POULTRY HINTS FOR AVOIDANCE OF SPRING DISEASES

Leg weakness in chickens is caused usually by confining the birds indoors, on hard floors and in overheated brooders. Get your birds out of doors when ten days old, and raise them always (all of them) in "Lullaby" Brooders.

Sitting hens leave their nests if lousy—seldom for any other reason. Use our "Overall" Lice Powder liberally whenever you set a hen, and at other times also.

Poor fertility is usually caused by insufficient air in the quarters during the winter, too many females with one male, or too large flocks. Cut down the size of your flocks, and take out the windows, substituting wire netting, waterproof sheeting or cheese cloth. Feed our "Lay or Bust," the fish in it promotes wonderful egg production without impairing the vitality.

Raise your chickens on a new lot of land each season, or let a crop of green stuff grow between seasons, and you will not be troubled with gaps in your chicks.

Liver troubles and indigestion are caused by poor food and improperly balanced rations. Guard against these

by following the directions on our Feeding Chart, pages 40 and 41.

Chicken Pox is some more of last fall's cured (?) colds and roup, and now showing up in another form.

If your hens have pale combs look for red mites or spider lice in cracks and all around the roosts and nest boxes. USE "OVERALL" MITE KILLER and feed more green stuff if you have it.

WHITE DIARRHOEA is quite contagious among newly hatched chickens. Use Mrs. Haven's Treatment as a preventive, and raise them in "Lullaby" Brooders, burning the brooder if any trouble appears.

We think this is an inherited disease. Don't breed from any hens that are not in the best of health; we should take chances with a little inbreeding from strong, robust, hardy stock, rather than take chances with unknown, over-advertised outsiders. Be careful where you buy either breeding stock or eggs for hatching, and before parting with any of your good money, be sure that you are purchasing from stock that is better in health than your own.

JUNE



STARTING POULTRY KEEPING IN THE SUMMER MONTHS

Starting in June, if you want winter laying it will save time to purchase chickens in place of hatching them. Get them out on a good grass plot with shade and sunlight where they can get whichever they choose when they reach the age of discrimination, and keep Growing Feed constantly before them. They should be laying in December if pushed with liberal feeding.

If starting for table eggs alone, we should not recommend purchasing matured birds, as it is just in the beginning of the moulting period and moving them about would result in stopping

their laying altogether. Better get the house ready and purchase some early hatched pullets that will get to laying in September or October. Give them all the table scraps after each meal. There is nothing better when fed in connection with our feeds.

For breeding stock, August is a good time to pick up some yearlings of some good reliable breed that suits you. They will make ideal stock for next season's use, begin laying in November or December, just in time for broilers and early winter work. (See August hints.)

 **HATCH** some chickens this month. They generally come better color than at any other season. June hatched chickens need special care. See that they get a clean yard—one that has raised no chickens this season.

 See that the brooder or brood coop is clean, that older chickens do not get their feed and trample on them.

 Take just as much pains with them as with your first broods. Feed them on our Growing Feed, according to directions, until they begin to lay and you will find that they mature as early as many of the April hatched chicks fed on some other ration.

 The days begin to get hot; see that the brooders are in the shade, that the chickens have shade also, that they all have an abundance of water and green food. Both are cheap and almost equally important. One-third of the growing chicks' living will be from green food if given a grass run, and how much cheaper the gain is on this ration is easily figured.

 Of course, if you have a grass range the supply is provided, unless dry weather stops the growth, but where one has to confine the birds in bare yards, lawn grass clippings are splendid, also weeds and lettuce, or cabbage leaves from the garden or market, and where these are expensive or hard to procure, we offer Alfalfa as the best thing to be had.

 As the eggs begin to dwindle this month, substitute Growing Feed for "Lay or Bust" in the laying pens. The birds are very fond of this, the change

starts a new lot of eggs, and the hens will gain nearly a pound each in weight before going to market. The hen that weighs 7 lbs. in February will have lost 1½ lbs. to 2 lbs. by heavy laying through the spring.

 A hen does not create eggs. She manufactures them. Give her the material and she delivers the goods. The better the materials the more goods. Don't stop feeding "Lay or Bust" until your hens go to market except to plump them up with Growing Feed a few weeks before shipping.

 Have you provided shade in the runs? Failure to do so results in chicks that won't feather.

 Remove males from the breeding yards as soon as the season is over. Keep the best for another season. If you have three or four, put all together in an open yard on a good hot day at noon time and let them "scrap it out." In a few minutes they will find the master, and all future disputes will be referred to him for settlement. Keep them by themselves until wanted for breeding pens.

 It's not economy to stop feeding the layers in the spring and summer just because the birds have the run of the farm. Better continue heavy winter feeding and get nearly if not quite winter profits. It takes less feed to produce a dozen eggs in summer than in winter and the price paid will show almost as much profit.

 This is a good month to caponize.

 Market all the broiler stock on hand. If you are through with the incubators, give them a thorough cleaning, remove the old wicks, empty the oil out of the

YOUR MONEY'S WORTH OR YOUR MONEY BACK

lamps, then store the machines in a dry place until next season.

Get the layers to drink all the water or milk you can. Eggs are very largely made up of water, and the birds cannot lay heavily without a constant supply. Frequent changes induce frequent drinking.

R. I. Reds and Buff Plymouth Rock chicks, hatched any time this month, can be brought to laying before Christmas. Growing Feed and Intermediate-Chick Feed, with those tender weeds out of the garden, will do it.

The quick growing chicken, pig, steer or lamb is the one that pays the profit. You never saw chickens really grow if you have not used our Growing Feed. Feed every chicken all you can get them to eat and double your profit over any other system.

Money back if it fails.

From June 1 to July 4 is the top of the market for roasting chickens. January and February roasters, capons and pullets should all be turned into money while the price is at the highest point. They should bring from thirty to thirty-three cents per pound, and here is where we think the roaster has great advantage over the broiler. These same chickens in April were broiler size, and would not have sold for a great deal more per pound that month and were weighing only two pounds each. They now weigh four to five pounds each, and the last two or three pounds have only cost from eight to ten cents per pound for feed, giving a profit of from twenty to twenty-five cents per pound, or from forty to seventy-five cents per bird. No mortality and a handsome margin.

Look hard after lice, and use "OVERALL" MITE KILLER and "OVERALL" LICE POWDER freely. Don't let the "bugs" get a start.

If you want to use brooding hens, this and next month are good months to set them. The old hen will raise a greater percentage of chicks during the hot weather than brooders, and, given a cornfield, orchard or patch of weeds in which to grow her family, she will raise them and go to laying again during August and September, when eggs are paying a good profit.

Never allow anyone or anything to scare the chicks or fowl.

Women make the best of poultry keepers and all find the work interesting, pleasant and very profitable. Our methods remove all doubt of success and any disagreeable features.

Keep a cat or two about the poultry houses; they can be trained to let the chickens alone, and will save what trouble they cost many times over in keeping out rats and mice, the most troublesome vermin with which poultrymen have to contend.

Let the stock roost in the trees, but look out for Mr. and Mrs. Fox. They have a large family to feed and are not real fussy who stands the expense.

Provide plenty of shade for the turkeys, as the weather is now growing warmer. If you have not sufficient natural shade, now is the time to assist nature. Plant a little corn or sunflower; these grow quickly and made the best of shade.

The dew is heavy in the early morning. Do not let the young turkeys out too early.

Never use wet feed for young turkeys. This is sure to bring on bowel trouble. Green feed is the most essential article in their diet.

Watch your flock for any symptoms of Blackhead. Remove the infected birds at once. Margaret Mahaney's Turkey Remedy for Blackhead is the only sure relief for this disease.

enough to eat and some of the right material to spare to make eggs.

Sincerely,

(Signed) MRS. F. W. SUTTON.

100 Bradford St. Needham, Mass.

December 9, 1915.

J. J. Whetton,
Needham Heights, Mass.

Dear Sir: I have 27 pullets, hatched 13 on March 28 and 14 on April 15. They laid 849 eggs in November; they are laying from 15 to 21 daily.

Yours truly,
(Signed) A. H. CLARK.



JUNE

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RESULTS

Box 78, Chappaqua, N. Y.,
March 9, 1916.

The Park & Pollard Co.

Gentlemen: It was with both surprise and delight that I received my prize of a \$5.00 Gold Piece last night.

My experience with your feed for the past three years has given such good results I would not think of going back to the old method of whole corn and oats. While your feed is a little higher in price, the chickens grow better, lay better and taste better than the cheaper grades, and a hen can't lay eggs if she doesn't have

JULY



 **THINK** ahead. If you want eggs next January begin to groom your hens now. Start them on a ration of our Growing Feed and Meat Scraps (about 10%) and continue until they are through the moult.

 Pullets cannot and will not lay until fully matured or ripe. It is much easier to ripen them with full feeding during July, August and September, than during the colder months.

 You can feed your birds so that they will come to laying at 5 months of age; you can also feed them so that it will take them 10 months. Our Growing Feed fills this need exactly. It is compounded with only one end in view—RESULTS—and you will get them quicker, better and cheaper by using it than by any other method. **Stuff** them with Growing Feed, unless they show signs of laying too quickly.

 After this season of the year it is a good thing to send broody hens to market.

 July is termed a late month for hatching laying pullets, but if you have not ample stock, by all means get out enough to "make good."

 Don't let any pens go empty. Hatch some July chickens. They are good money-makers, if properly handled. Give them shade and green stuff, with good clean yards and coops and plenty of feed, and they rapidly overtake the May and June hatches.

 July chickens can be depended upon to lay in January and February, and lay rapidly all through the late summer and early fall while the earlier hatched pullets are moulting. You will make no mistake by raising a good quantity of chickens this month.

 If you will see that all your chickens that are not old enough to perch, sit with their feet on the ground, during the hot weather, you will avoid colds and roup among them. There is a wonderful amount of blood passing through their feet, and if the ball of the foot rests upon the ground (the earth being a remarkably good conductor of heat) this keeps their body temperature down, and prevents sweating and consequent colds. **Board floors are necessary in the early spring months to keep the**

coops dry, and are decidedly wrong in hot weather for the above reasons.

 The market demand is for heavy chickens and heavy fowl.

 If you breed the American varieties, get busy, buy larger male birds; use larger females in your breeding pens; feed our Growing Feed all through the growing period, and you will increase the average weight of your flock one to two pounds each. Think what this means to you when marketing.

 Mite fight is a "mite" of a fight if you start early and right and continue the battle throughout the season. Otherwise you will have a **mi-te** hard fight to show a balance on the right side of the ledger. Use "Overall" liquid Mite Killer.

 Spread the youngsters out over the hay fields this month after the hay is cut and you will lose nothing; next season's crop will be the better for it, and if you lose some of the second crop, it will be fed to better advantage to the chickens than to any other farm animals.

THE IDEAL CONDITIONS FOR GROWING CHICKENS ARE:

- (1) A short grass pasture sod where the grass grows fast.
- (2) A streak of sunlight and a streak of shade.
- (3) Some high land and some swamps.
- (4) Running water.
- (5) Right coops.
- (6) Plenty of Growing Feed.

 Given such conditions the raising of chickens in small flocks is reduced almost to a certainty. On the other hand, conditions may be a long ways from ideal, and yet the chickens may thrive properly and gain right along, simply proving that domestic fowl have a most wonderful amount of adaptability.

 Don't feel flattered if your growing chickens run after you whenever you appear in sight. It is neither your good looks nor charming personality that appeals to them: the truth of the matter is you have not fed them enough and they are hungry.

 Keeping your chickens hungry is like robbing your own savings bank ac-

YOUR MONEY'S WORTH OR YOUR MONEY BACK

unt. You may seem to have more money in your pocketbook, but at the end of the year you find that you really went behind in the process.

If you will feed them on our Growing Feed now you will get eggs when they are at the highest prices. At the present time your birds have from 14 to 16 hours of daylight in which to fill up. In December they have hardly more than nine hours, so you can readily see that now is the time to take advantage of nature and crowd the feed into them.

A 5-pound chicken sold in August will usually bring 18 to 20 cents per pound, while if the same cockerel is kept until November, then weighing 6 pounds, he will be hard and not worth 12 to 15 cents per pound. In other words, you have lost three months' feeding by holding.

Give what hens you intend to market Growing Feed and Meat Scraps in place of the "Lay or Bust" for a month before shipping, and the last two weeks of the time, feed on corn with no other hard grain.

Let the March chickens have plenty of roomy roosting coops or roost in trees.

Keep the feed always within reach.

About this time put the caponized males in yards fifty feet square for fifty birds, push them with Growing Feed and plenty of Meat Scraps, with liberal feeds of corn and barley.

Do not hold the cockerels intended for market too long. Remember, as a general thing, after they reach five pounds, the price per pound is going down and it is up to you to get your money out of them at the earliest opportunity.

Lice like to hide away under the ends of the roosts. Every time you spray, lift the roosts and give the pests a dose that will drive them out for good and all.

There ought to be a law forbidding over 25 chicks together.

Don't let the chicks sweat. Look into their coops every hot night and see that they are all right—every night if convenient.

Allow chicks the run of swamp land during hot weather, but get them into upland brooding coops at night or colds may result.

If your neighbor complains that his hens are not laying this month, tell him what "Lay or Bust" is doing for you. If he still

thinks the old way is good enough and prefers to let his hens run at large, buy them of him, put them in an open front house, confine them to the house and feed "Lay or Bust." You will get enough profit out of them in egg production to pay for them before they moult. Fatten them on Growing Feed a month before shipping them to market.

Be careful in gathering eggs; do not let any suspicious ones get mixed in.

One bad egg is enough to put a question mark on the whole week's production, and may lose a customer.

Renew the nest material frequently.

Eggs steadily advancing in price and giving good profit, in fact as good as during the cold winter season.

The care and feeding of turkeys from this month on will show the results at the Thanksgiving feast. Keep a dish of Margaret Mahaney Turkey Feed before the flock at all times. Give them a liberal amount of green feed daily.

Turkeys will not grow when covered with lice; use "Overall" Mite Powder,—sure relief for lice.

Save every bit of sour milk you can for the poultry. They will make better use of it than any creature on the farm.

Don't try to "crate fatten" young or old stock in hot weather. They fret and worry with the confinement more than they gain. Better feed our Growing Feed liberally from the time they are hatched; then they are always fat.

Look out for lice in all your new as well as old houses, for they seem to thrive better in the new wood. Use "Overall" Mite Killer all around cracks, nests and roosts of laying houses and roosting coops. These are bad enemies.

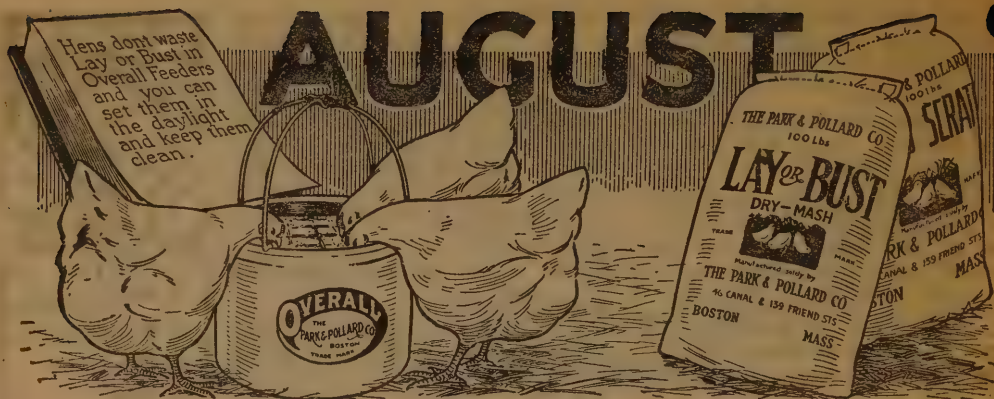
Cats and chickens agree sometimes, but stray cats are always subject to suspicion, and if you are losing chickens and can trace them in no other way, set a box trap and bait it with a dead chicken. If the cat takes the bait your suspicion is correct. Dispose of the cat with as little delay and disturbance as possible.

Four primary essentials of poultry keeping are: proper houses, good tools, good feeds and cleanliness. Of these four only the first and latter two are necessary for success in small flocks.



JULY	
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RESULTS



 **THE ADVENT** of the moulting season means much to the thinking poultryman. He now comes to the parting of the ways, for he should make up his mind right now as to whether he shall winter his old stock or not.

 Personally, the writer very much prefers **early pullets** for winter egg production, and **late pullets** for late summer and **early fall** eggs. These late pullets do not lay until January or February, and they continue very late the following summer and early fall when eggs are always high in price, and make more satisfactory returns than yearlings or two-year-old hens carried over.

 For the next year's breeding stock, however, the yearling birds, or even the two-year-old hens, are better than pullets, if they are equally healthy and kept under proper conditions.

 These next year's breeders should be carefully selected now. I only the best of the flock reserved for this purpose. They should be well fed to go them through the moult in good season, and kept from laying until the breeding season arrives.

 Reserve for breeders only such specimens as "fill your eye"—good heavy birds up to the standard in weight—birds that you know have never seen a sick day and are the picture of health today.

 Remove the male birds from the pens if you have not already done so, and feed the females liberal quantities of green food and Growing Feed, with some appetizing change in the grain ration to tickle their appetites.

 If you would prevent your exhibition stock of white birds from getting brassy and your parti-colored ones from fading, better keep them in fairly dense shade until the feathers are all out and the sun has lost some of its intensity, as it will in October and November.

 By all means, keep your show male birds by themselves when moulting, and feed liberal diets of Growing Feed and green foods. Scanty feeding tends to pro-

duce white feathers at base of tail and in flight feathers of wings.

 Isolate them until breeding season another year and you will find that yearlings and two and three-year-old cocks are much better as breeders than the cockerels.

 Market the culls or balance of your flock that you have decided not to winter as soon as they stop laying, or as they begin to drop their feathers.

 There is this to be said, however:—If you will change their diet for a few weeks before moulting season begins you can get another litter of eggs from many of them and at the same time get a very handsome increase in weight.

 Summing it up, it would mean something like this:—July and August are the months to cull closely, feed heavily and get ready for next winter's egg yield.

 Chicks getting plenty of shade and green food? This is the time that Dwarf Essex Rape works in to advantage.

 As fast as you kill or sell off the old stock, clean out the houses and have them ready for the youngsters.

 When the poultrymen all find out that the first year of a layer's* life is the most profitable, they will begin to market their old hens as fast as they start moulting. They should push them hard the first year, then buy or raise pullets to take their place. Early moulters are frequently slow moulters, taking eight to ten weeks for the process, while the late moulters will get through in half the time. Send them to market as soon as they show signs of moulting and get pullets to fill their place. All the old surplus stock should now be marketed. Getting on to moulting time, and the egg crop is gradually dwindling.

 For a quick, safe moult of layers you intend to winter again and breeding male birds, no feed can compare with liberal quantities of green food and our Growing Feed. This ration fully nourishes the system now over-taxed with growing new feathers, at the same time fattens the birds gently and puts them in prime show condition.

* A "layer" is a hen or pullet devoted to market eggs, not destined to be used in the breeding pen.

YOUR MONEY'S WORTH OR YOUR MONEY BACK

 Shade, green stuff and plenty of water are all very essential for August chickens of all ages and sizes. Keep the different sizes by themselves, for while under our "Lay or Bust" System the small ones have a far better chance than under the old style of feeding, still we must help them all we can and let them have their share of the "fat of the land."

 With the early chickens we must take care to keep the hens dry, and their feet off the ground when brooding. Late chicks must be kept cool, and after a few weeks old, we must be careful to keep their feet on the ground when being brooded.

 Be sure that every chicken you own has plenty of elbow room to grow in and see that he is never overheated after night-fall. This is a bad month for crowded quarters. Often the seeds of next winter's crop of roup are sown in this month, simply by keeping the youngsters crowded into quarters about the right size for one-fourth the number. Results: the chickens are too hot at night and take cold by getting out on a chilly morning in September and waiting around for the sun to warm them up.

 Do not think that the chickens can live on grasshoppers; give them all the feed you can get

them to eat with the grasshoppers as an extra.

 Keep the house as cool as possible.

 Shady nooks are relished by the hens.

 Watch the droppings of the turkeys for a yellow discharge. This is the first indication of Blackhead.

 Remove birds showing these symptoms at once and treat with **Margaret Mahaney's Black-head Remedy.**

 Thousands of turkeys' lives were saved with this remedy last year.

 August is a great money-making month. Prices of poultry are at good paying figures; eggs bring better returns and chickens hatched this month make splendid roasters during February and March.

 August hatched chicks will be found rather more profitable if turned for market than kept as layers.

 It is somebody's fault if the little summer chicks are dying. The tender little fellows cannot withstand heat and lice combined. Protect them from the sun and get after the lice.

 Begin to market the old hens as they stop laying. Be sure that they are good and fat, as per suggestions in July.

SECRETS OF SUCCESS

*Plenty of fresh air.
Chicks free from lice.
Growing Feed from hatch to laying house.
Full crop at night.
No crowded quarters.*

*Sanitary feeders and water holders.
Chicks shut up at night, with wire doors to coops.
Plenty of green food during hot weather.
Hover break the chicks early.*

POULTRY HINTS FOR AVOIDANCE OF SUMMER DISEASES

Apoplexy and sudden deaths during the hot weather are many times the result of last fall's cured (?) cases of roup.

The Barred Plymouth Rocks seem a little more prone to these troubles than other varieties.

Summer colds and snuffles among growing chickens are the results of too hot sleeping quarters. Be sure that their feet rest on the ground and not on board floors, and that they are never over warm. About all they need is wire to protect them from the skunks, etc.

Late chicks not growing is usually the result of carelessness, crowding, unclean brooders, or yarding them in the same yards the early chicks used, or from mixing the young and older chickens together.

Always keep each age by themselves, and be just as enthusiastically clean with these later comers as with your first-born pets that came in March. Be sure that they all get plenty of Growing Feed, and a nice clean grass run if you can supply it; if not, a good lot of alfalfa.

Whenever you can do so, separate your chickens into smaller flocks.

The smaller the number together, the less trouble and more rapid the development.

Hens laid out—change the feed radically from "Lay or Bust" to Growing Feed, and a new lot of eggs will come along.

"Going Light" is a diseased condition that is hard to cure, caused by too much poor quality meat supply. The axe is about the best remedy.



AUGUST

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RESULTS



STARTING POULTRY KEEPING IN THE FALL MONTHS

Starting in the fall months we find eggs at the extreme high figures.

Our cities are growing rapidly; our people are appreciating the value of fresh eggs. The price keeps working up and will continue to work up until you receive 75c. per dozen for them during the holidays.

To provide table eggs, buy well matured pullets, and the mixed varieties will do just as well as the more expensive, full blooded breeds. For breeding stock purchase only full blooded yearling hens or early hatched pullets.

 **THE CONSTITUTION** of the United States reads: "All men are created equal." As applied to men, we are inclined to differ, but when applied to hens and they are all eating our "Lay or Bust," they are nearly if not quite equal. They all lay—the Bantams and the Brahmas, the Cochins and the Leghorns, the Rocks and the "Dottes," black or white, buff or blue, mixed breed or pure bred, mongrels or "high-brows"—with almost equal intensity, on this ration.

 Not much money needed for poultry keeping in your back yard. A space 15 feet square will be large enough for an open-front house to take care of from 15 to 18 hens, and a profit of \$50 per year from the sale of eggs alone (and this without the added detail of raising young chickens) is nothing unusual from a flock of birds housed and fed under the No-Yard System. (See pages 44 and 45.)

 The labor is a trifling consideration. Simply buy the mature pullets in the fall, keeping them confined in these houses until the next fall, then market alive and buy a fresh lot, or better yet, kill and eat as you need them during July and August. Very little skill is required, as the birds are matured when purchased, and as soon as they get settled down in their new quarters, go to laying and have very few, if any, ailments.

 The table scraps add variety to the regular feed ration and make even better producers of them than when kept in larger quantities, so that as an average the

small poultryman gets the best egg yield and the most profit per head. Buy house and other appliances as suggested in the spring months, but support the house on posts and get sand or gravel in early before the fall rains wet it. House your birds that are intended only for laying, but let the breeding stock have all the range outside the house that you can provide.

Be sure to have plenty of litter so that your birds' feet never get on the cold ground, but don't overdo it, for they will not scratch as well if litter is too deep. Just right is when they scratch down to the gravel every day.

 It is not too late to get another litter out of the hens that have not moulted yet. Feed them Growing Feed and Meat Scraps as a change from "Lay or Bust."

As they begin to moult, and as you need the room for growing pullets, weed them out and market them. When they get so that they average less than an egg apiece per week from the flock, ship them.

 Pullets are worthy of your best attention. Get the early ones into winter quarters, and contented, this month. It checks them less to move them before they begin to lay. March pullets should be laying this month.

 Yard the cockerels by themselves; not only the market stock, but the ones you have selected for breeders. They grow much better than when placed with the pullets or hens. If they begin to get scrappy, put in one of the old cocks with them. He will maintain order, and is tickled with "his job."

 This is the time the wet-mash hen goes to pieces, so to speak. While her dried sister is laying right along, she takes a complete vacation, loafs around, neither an ornament nor help, demonstrating the truth of our claim of healthier flocks by our system of feeding.

 Kill off your old hens for your Sunday dinner. Kill about Wednesday or Thursday and thoroughly cool, then put them in the ice box until wanted. Do not dress them until time to prepare them for

* Place the feeders where the light strikes into them.

YOUR MONEY'S WORTH OR YOUR MONEY BACK

cooking. They are much better eating than when cooked the same day or with only one day intervening.

Watch your flock of growing youngsters. If you find a number that lag behind the others put them by themselves and see that they have a little better chance.

Have your houses all cleaned out and put in about six inches of clean sand or loam before the fall rains come on.

Keep the hens happy and healthy. Use "Overall" Mite Killer and a good disinfectant.

The contented hen fills the egg basket.

Change from Growing Feed to mixture of half "Lay or Bust" and half Growing Feed for the pullets ready to lay.

Get the capons to market, for prices are now on the downward scale, and it does not pay to hold them once they are in condition.

Keep track of the different lots of cockerels and your different breedings by a system of banding the birds.

Chickens growing right? If not, watch the "Overall" Feeders more closely. If they miss the feed you miss the growth.

Now the July pullets of last year will give a nice yield of eggs at prices that pay handsomely. If for table eggs, let the birds stay in the house all summer; in fact, after they go into winter quarters never let them out of the house again and you will get a larger egg yield.

Get the regular fall cleaning done and by the latter part of the month have everything ready for a quick shift if there is need. Be sure all coops over your plant are tight; whitewash or disinfect all winter quarters.

More birds start in the wrong direction and toward a winter sickness in September than in any other month.

There is no reason why you should not be getting an egg yield of from 33 to 50% right now from your last season's late pullets and a fair yield from the early ones and the old hens. Confine them, feed Growing Feed and moult and fatten them at the same time.

Reduce the amount of Scratch Feed if your hens fall off in egg production. This forces them to eat more "Lay or Bust" or Growing Feed, resulting in more eggs.

We expect that you have been feeding our "Lay or Bust" and Scratch Feed to your laying hens all the year. If so, you have noted how much better they lay during the moulting season than when fed under the old system.

The old rooster crows well, but he is a tryant. Either sell him or get him away from the laying hens some other way. He pesters them so that they cannot do their best.

Remember that we have experienced about all the poultry troubles in the calendar, and having discovered a cure for them will be glad to help you over any hard spots you are experiencing. Write often.

It is not economy to save the feed at any time during the life of the birds. If you can't afford to feed your flock, sell them to somebody that can.

Milk (skimmed, sweet or sour) is one of the best feeds for growing chickens and it will pay double the profit when turned into poultry that it will when fed to pigs. Give it to those youngsters to drink, keeping the Growing Feed dry, and you have a combination that will grow your birds like magic.

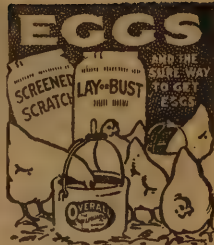
Have a closely woven wire door to each of your chicken houses and don't forget to close them at night, or some rat, skunk, mink or weasel may deplete your stock.

We repeat last month's warning; keep the chickens cool nights, do not let them pile up or sweat, see them personally after they are in their coops at night at least once a week, and provide plenty of room. Get them out of the trees after the nights get frosty; put them in winter quarters, but keep the house cool. We do not advocate warm poultry buildings, but we do insist that they must be dry and free from draught.

Eggs are getting scarce and higher.

Each brood of chickens from one year's end to another should have a new spot of land to grow on, but this is particularly true of hot-weather hatches.

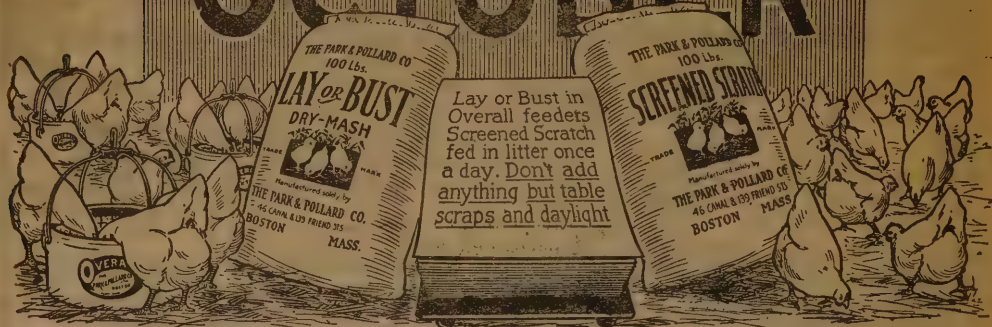
If you hear your birds sneezing, put some Roup Powder in the water. It will prevent more serious trouble later. Slight colds often start from shifting quarters at this time of year. Follow housing directions on pages 44 and 45.



SEPTEMBER	
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RESULTS

OCTOBER



 **ALL YOUR** birds should be in winter quarters this month. The earlier March hatches should have been under cover last month and should now be laying quite steadily. It is always better to house them a month or six weeks before they begin to lay, for fall laying is against Nature's law and on the slightest provocation she steps in and puts an end to the unnatural production, and it is hard work to regain the ground lost.

 Select your next season's breeders now and choose the ones that have made the most rapid growth as youngsters, i. e., the ones that have reached the four to five pounds weight in the least number of days and which at that weight would have presented an attractive carcass dressed.

 The more vigorous the male, the larger the percentage of good pullets from mating. (See August hints for care of males out of breeding season.)

 See that the layers eat as much bulk of "Lay or Bust" as of the Scratch Feed, and if they show too much partiality for the Scratch Feed cut it short for a few days until they are eating the "Lay or Bust."

 This is the right month to have your winter layers start in. If they begin much earlier than this they are not, as a rule, as good layers, and sometimes get broody and moult.

 Divide the pullets into small flocks, being careful to keep each size, age and color by itself for best results,—unless mixed colors have been raised together. **The smaller the flock, the faster they will develop.**

 If you have never fed our "Lay or Bust," you don't know what it means to you. Think of it. Eggs at this season of the year from every pen. They can't help it. Lay they **must** when they eat this feed.

 Mix the Growing Feed with the "Lay or Bust" for the pullets. The combination is an ideal one for promoting the development of the ovaries, and by liberal feeding get the persistent laying habit fixed. Don't expect heavy laying without heavy feeding.

 Market or eat the old hens, old cocks, chickens, surplus pullets, in fact everything you wish to turn into cash. Ship

them alive. Keep only what you can properly feed and care for,—especially feed.

 Gather the leaves for litter. The birds need exercise to keep in the condition that means profitable poultry.

 We are now getting a good supply of eggs from March and April pullets and the May hatches are starting in. Keep the different ages by themselves, so that the younger ones are not "bossed" around. Kept separated they will mature much quicker.

 Many bad cases of roup are started this month by allowing the chicks to lie around under the bushes in damp places. Better yard any that show a tendency to act in this way, feed liberally and use "Overall" Roup Powder in drinking water.

 Keep the late chicks in the coops these frosty mornings with an Overall feeder of Growing Feed for them to pick at until you let them out.

 Some chickens grow one end at a time and during their early days are sometimes all legs, while later they mature into quite well proportioned stock; then again some of them have the appearance of standing still and making little progress for a month or more, when they shoot ahead again. All these should be weeded out and a quick-growing, hearty-eating bird that was well proportioned at four or five pounds, chosen. This does not mean the undersized, small, precocious chap that gets "cocky" when very young. These are just the ones you should avoid, for if bred from they will run the size of your flock down very rapidly. Choose rather the male bird that does not discover he is a male until six or seven months of age. He has been busy putting bone and muscle together and he will make the right kind of chickens that do not "go hard" young.

 "Lay or Bust" is like the headlight on the engine; it points out the way and shows the path to success. Simply keep your train on the rails.

 The farmer will have some cabbage that did not head up well. It is just what you want. Spread it on the north side of the house and cover with about a foot of hay and leaves.

 Use waterproof sheeting in place of window glass. It is the cheapest and best.

 Be sure all of the chickens are out of

YOUR MONEY'S WORTH OR YOUR MONEY BACK

the trees before the cold rains start in, and when changing birds from the trees into the houses, take every window out of the poultry house and see that the houses are as cold as they can be kept; your hens will thank you for it,—more eggs, better health.

 A pullet or hen is of no value to you if you do not feed her. Eggs she cannot manufacture without food, any more than a loom can manufacture cloth without cotton. The value of the loom is in how fast it will convert cotton into cloth. The value of the hen is in how fast she will convert feed into eggs. Feed every atom she will eat. **The only time to stop stuffing your birds is after they have gone to market.**

 Use fireless brooders, the best feed you can buy, and be sure to get your birds in open front houses the first of this month. You can save labor by following up-to-date methods, but don't try to save on the first cost of feed. You might be a few cents ahead on the start, but you would be dollars behind on the finish. Remember: keep them growing from the start and get them into winter quarters six weeks before they are ready to lay.

 Do not put twenty hens where you should have only ten. Two lots of ten each will lay more eggs in the same floor space than twenty running together.

 The old teaching was: Do not overfeed. Our slogan is: Do not underfeed. A dozen eggs weigh from a pound and one-half to two pounds. A well fed hen will lay fifteen dozen in a year or from five to eight times her weight. Can she do it if you do not give her

the material with which to make them? Should you assume to regulate her appetite? Should you not be striving how to get her to eat more, and the more the better, if of the right proportion?

 In the latitude of New England poultry should be in their winter quarters and everything snug and in shape for the cold winter that is now liable to come this month at any time.

 The secret of success is hard feeding and cleanliness. Keep up their appetites and keep down the vermin. Our feeds and our mite killers will serve both purposes.

 Early layers have to be handled carefully. Write us if you have any trouble.

 Teach the pullets to scratch. When they are scratching busily it denotes that you have not over-fed on Scratch Feed.

 Keep litter in the pens not too deep, 6 to 8 inches is about right.

 Scratching is beneficial, helps their digestion and promotes egg laying.

 Stuff the old hens that are almost through laying, with our Growing Feed and corn. You can easily add a pound each to their weight and get more eggs from the change of diet.

 Select the extra large turkeys for next year's breeding. Clean up the winter quarters. Whitewash the inside of the building and put fresh dirt on the floor. Begin now to prepare the turkeys for market. They are nearly full-grown now, so spread them out. Over-crowded stock means light weight birds and troubles with roup.



OCTOBER

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31	Wed

RESULTS

Westerly, R. I.,

Mar. 9, 1916.

The Park & Pollard Co.

Gentlemen: I write this to thank you for the handsome present I received from you yesterday. I was very much surprised indeed to find I had been awarded the boy's prize for Rhode Island. My father says the contest was worth while without any prize money as it has taught us the proper way to feed poultry and we think there is nothing better for little chicks and growing stock than your famous Growing Feed.

Our stock is in the best of condition—vigorous and healthy and laying beyond our expectations for this severe weather, all due to good care and the continued use of Park & Pollard Feeds.

Your 1916 Year Book is full to the

covers with good reading for anyone interested in poultry. No one needs to pay out money for poultry books when they can get this book free.

Very respectfully,
(Signed) EARL F. WILLS.

West Norfolk, Va.,

March 22, 1916.

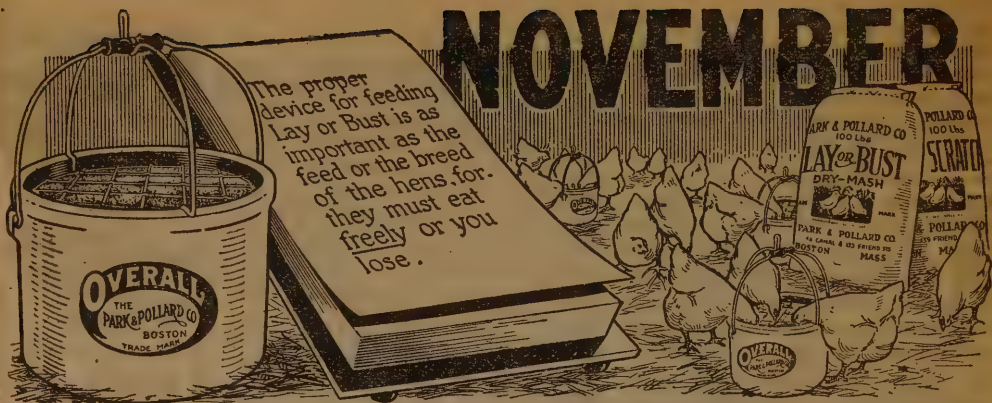
The Park & Pollard Co.

Gentlemen: Last winter I had 85 hens and fed them according to your directions and got 75 and 80 eggs every day and this winter have been feeding stuff I had to buy in Norfolk. With same number of hens I have never gotten over 40 eggs any day.

Your LAY OR BUST certainly surpassed anything I have ever used, in fact, all of your goods are A 1.

Yours very truly,
(Signed) G. E. POINDEXTER.

NOVEMBER



 **GETTING** out on the cold ground, walking around in the snow and slush, damp litter, all keep your birds from laying. Don't try to keep them warm, but keep them dry at whatever cost. Keep them scratching.

 You know that when the hens are laying life looks a lot different than when they are loafing. If you have not done so already, order some of our feed **today** from your dealer. **Your prosperity will follow.**

 November is a month of long nights and short days; while during the summer months the birds are on the roosts eight hours or less and busy eating the other sixteen, now the reverse is the rule, and they should not be kept waiting a minute for the owner or attendant to feed them. Our feed is always there and as soon as it is light enough they can begin filling up. Naturally they are at it from morning until night. No chance for a feast, then a famine, as under the old system. This is why results are more certain with us.

 March and April pullets and the May-hatches should be starting in to lay. Keep the different ages by themselves, so that the younger ones are not "bossed" around. Kept separated they will mature much faster.

 Eggs bringing long prices and poultry at the low point for the year.

 The more "Lay or Bust" your hens eat the more eggs they lay. The more eggs they lay the more "Lay or Bust" they crave. You can't lose when you feed this ration.

 Push everything to market early this month or use them on your own table unless you want them for breeders another season, as the holiday markets later in the month are seldom satisfactory, except for very large, choice, eight to nine-pound capons. These it might pay to hold, but really they should have gone to market two months ago. November is, on the whole, a bad month to market fowl and chickens. Turkeys have the right of way, and so many unposted producers rush in fowl and chickens that the market is usually glutted and prices run low.

 Years ago, not so many at that, we all got up early, a lot before daylight, and started boiling water under the big kettle. Then we lugged the mash around to each

pen and we put down just what they would eat up clean in five minutes. We had shutters for the windows, roosting closets, every crack and crevice sealed up tight, warmed the water and the grain. Think of the steps we took and then we didn't get half as many eggs as we do today with "Lay or Bust" fed once a week, open front houses and cold water; the hens are a lot healthier, our health is better too, and the profits are more than double.

 Have you purchased your stock of breeding cockerels? It is a good time now before the stock gets culled over.

 The people who are on intimate terms with their poultry, so that they can pick the hens up at any time, are the ones that get the large egg yield.

 Do not put your pullets from airy coops or trees into winter quarters that are warm and tight. Give them lots of air, without draught.

 Do not put the windows in because it is cold. Remember that your birds have better overcoats than the best of us can buy and they cannot take them off when the room is too hot. Plenty of windows make hot houses of your buildings on bright, sunny days, and zero conditions at night. Open-front houses mean cold houses **day and night** and maintain a much higher standard of health in your flocks. Now we mean all we say. **One-third of the south side open 365 days in every year for best results.**

 See that your house is banked up around the bottom, so as to avoid draughts. The poultry will stand almost any degree of cold, but draughts mean sure trouble.

 July and August chickens should be pretty well feathered out and able to care for themselves if properly housed.

 It is not always necessary to supply Grit, but it is so cheap you cannot afford to take chances. The hens need it for best results.

 A simple recipe for getting eggs in the fall and early winter: Early hatched, well matured pullets or yearling hens that were moulted on Park & Pollard Growing Feed and raised in airy houses, without glass windows or draughts, plenty of litter on the floor; birds kept confined to the house, fed upon our "Lay or Bust" and

YOUR MONEY'S WORTH OR YOUR MONEY BACK

Scratch Feed; kept busy scratch-
ing and healthy by fresh air,
good water and plenty of shell
and grit. Isn't that simple?

If there is any sign of a cold,
use some of our "Overall"
Roup Powder.

Push the "Lay or Bust" into
your laying stock. The eggs
must come or the birds will ex-
plode, when you use this ration.

Thousands of women are en-
gaged in poultry keeping, find-
ing it a sure and profitable meth-
od of making money, and the mar-
keting of the birds alive removes
all the disagreeable features of
killing for market.

"Every body loves a chicken,"
but the turkey is what counts
in November. This is your last
chance for the finishing touches.
Remember that turkeys bring
high prices. A few extra ounces
in weight will more than pay you
for the attention given them.

If you have fed the Margaret
Mahaney Turkey Feed all the
year, this month will reward you
with large, plump, well-fattened
birds.

After marketing the Thanks-
giving stock, hold over a few
of the light turkeys for the
Christmas trade. You have more
room now and they are bound to
thrive. Remember that of late
years the turkey tastes as good at

Christmas as at Thanksgiving,
and the prices are equally as high.
See that all breeding stock is well
sheltered and protected from the
cold.

Keep the "Lay or Bust" clean;
remove the straw and litter
from it every morning.

Keep them eating. Remem-
ber you make your profit on
the extra feed you induce your
birds to eat.

Yes, it is some cold, but the
birds won't mind it if their
house is dry and free from
draughts. Keep them healthy and
happy with plenty of fresh air
and proper feed.

Better gather your eggs for
hatching several times a day;
during this kind of weather eggs
quickly chill.

Try to out-distance your
neighbor in raising poultry
next spring, but do it in a friend-
ly way, don't boast about it.

Keep the hens busy. Dry
leaves are dusty but they
make the best of litter.

Tell your dealer how many
eggs your pullets laid last
month. Tell him all his custom-
ers would be as prosperous and
pay their bills as promptly as
you do if they bought our feeds
and followed the common-sense
directions laid down in this Year
Book.



NOVEMBER

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POULTRY HINTS FOR AVOIDANCE OF FALL DISEASES

Practically the only trouble to
guard against in the fall and early
winter months is roup, or neglected
colds, and this is really the only one
in the business to fear—and fear this
we must, as it is the worst of them
all; in fact, is worse than all the
others combined. It is caused usually
by crowded sleeping quarters, or
roosting in draughts or in too warm
houses without sufficient air.

Birds housed in houses that are one-
third open to the weather on the south
side (or more open in southern cli-
mates), will be free from roup or colds
if the opening allows no draught. Give
the birds good air to breathe at all
times, treat them as though they were
hardy and strong from the time they
are hatched, and they will be strong
and free from disease. Baby them,

pamper them, raise them in heated
buildings, keep them in tight houses,
and you will have continuous trouble.

When moving your stock into win-
ter quarters during the fall and win-
ter months, use a very little "Overall"
Roup Powder in the water as a pre-
ventive. Take out the windows, but
see that the birds are not in a
draught on the roosts.

The one worst feature of the long
houses is the tendency to draughts,
and the likelihood of canker and
other contagious troubles working
from one pen to another. To avoid
draughts, the houses must have tight
board partitions between each pen.
Colony houses should be fairly tight
on all sides but the south, and the
opening here should be in the center
and about two feet from the floor.

Reosa Gap, N. Y.,
Dec. 20, 1915.

The Park & Pollard Co.

Gentlemen: I used your Chick
Feed last summer and my chickens
grew very fast; never had one of
them sick. The pullets hatched about
the 19th of April have been laying
since the last of October.

Respectfully yours,

(Signed) MRS. S. V. NOXON.

860 Clinton Ave., Plainfield, N. J.
January 7, 1916.

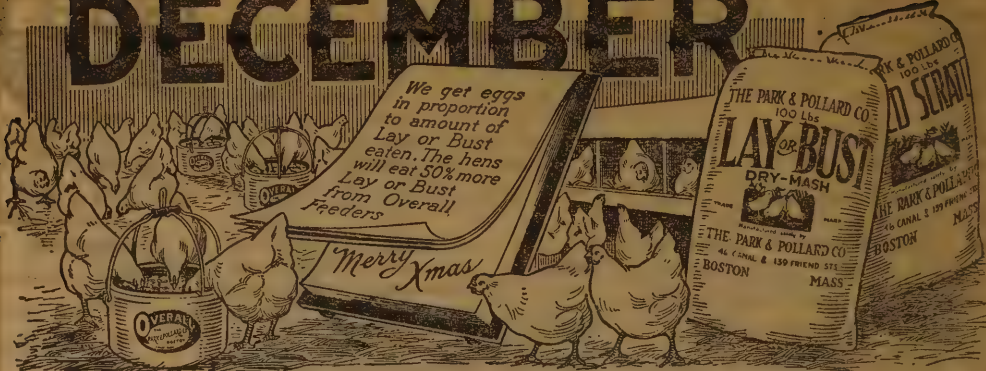
The Park & Pollard Co.

Gentlemen: Enclosed please find
my account of 1915 on poultry and
eggs. I have been using your feed
about a year and a half and I have
had splendid results. I only lost 3
baby chicks out of 160 and have not
had one sick chicken.

(Signed) OTTO STAFF.

RESULTS

DECEMBER



STARTING POULTRY KEEPING IN THE WINTER MONTHS

December, January and February are cold months, but this should not deter any really earnest poultryman from starting in business.

We suggest the purchase of 15-18 pullets with no male bird, if you are in the business to supply your table with fresh eggs alone.

If you are starting in to breed your own stock, and this lot is for your original breeding stock, we urge the purchase of not over 10 females, preferably yearling hens, and a good vigorous cockerel,—one that is well developed and fully up to the standard weight of the variety you have decided shall be your choice.

It is not economy to purchase breeding stock that is too blue blooded or that is pure blooded rather than rugged.

Get your breeding stock out of doors every day and the eggs will hatch much better. Dig off the snow in front of the coop, making a space equal in size to the size of the pen. Feed them our Scratch Feed once a day outside in some litter so they will scratch in the open air for it. This means some extra work, but fertile eggs in winter are worthy of a good deal of extra labor.

For one pound broilers and for eggs for the New York market the Leghorn is rapidly forg-

ing to the front even in New England. Treat them the same as the other birds and you will find them just as hardy, and they enjoy the distinction of being non-setters, which is a great advantage during the spring and summer months.

Hatch a few broods of chicks this month. They will lay in March and keep at it until fall. Winter them in a house by themselves, with plenty of food by them at all times. Sell the cockerels in February.

Do not spend much money on fancy breeds, new varieties and new blood. If you will take proper care of your own stock, you can develop it into as handsome and hardy a stock as any you see in the show rooms.

Keep your expenses and your ideas down to the market level of price and you will make money, while if you try for the long prices of fancy stock, you will find only disappointment and loss. We have been there,—we have won the ribbons, and sold the high priced birds,—but take it from us, THERE IS NOTHING IN IT. It is the good market biddy that has no frills, fancy skirts or shirt waists, that pays the grocery bills and the mortgage.

Do not go into the poultry business if you do not like hens.

 **DON'T** let your market egg layers* out of doors under any condition during the winter months, and keep their pens well littered. There is a wonderful lot of blood circulating through their feet, and they won't lay if they stand around in the mud and snow all day.

 This is the month when "eggs is eggs" and producers of real eggs will come into their own. Encourage your hens and pullets to get to laying with liberal feeding of "Lay or Bust" and our Scratch Feed, then get in touch with your city acquaintances and give them a sample dozen of eggs "right from the nest with the bloom on." Arrange to supply them regularly by parcel post and get long prices for good stuff. Your prosperity will follow.

 See that your birds have dry quarters, plenty of "Lay or Bust" and our Scratch Feed,—and the eggs must come.

 Provide a wind-break of some sort. Burlap sacks tacked or pinned to the

fences, or evergreen brush so piled as to keep the searching winds from striking them, all tend to make them comfortable and happy out of doors, and that spells eggs that will hatch strong, hardy chicks.

 Cut out the leaks not only in the coop but in your business. If you have a lot of old hens that do not look like laying right away, or cockerels that are not large enough for breeders, or any old cocks that you are not going to use, market them.

 In selecting breeders (see August hints) for the roaster that is to be hatched next month, choose the male as per suggestions in October and select females that are of good-size, hardy, vigorous breeders, birds that from the shell up have never known what it was to lose a feed. We strongly favor the large American varieties for all purposes, for they lay as well and make much better poultry than the smaller breeds. Select hens, yearlings, that are well through the moulting and about

* A hen or pullet devoted to market eggs, not destined to be used in the breeding pen

YOUR MONEY'S WORTH OR YOUR MONEY BACK

ready to lay, or pullets that have been well matured before starting to lay, thus insuring good-sized eggs; mate not over six or eight females with a male that has been kept away from all females until this time, and the chances are you will get eggs that will hatch those strong, rugged chickens that live through tornadoes, earthquakes and blizzards.

See that your birds are eating every minute of the time from leaving the roosts until they get back on them, for they now spend about two-thirds of their time on the perches and must eat continuously while they are on the floors of the pens to get enough to lay all the eggs you expect.

Hens are gluttons. They must be in order to produce the enormous amount of highly concentrated food stuff that their year's eggs represent. Moral:—Cultivate their gluttonous appetites by continuous feeding. Your reward will be more profits.

It is nice to have the house whitewashed so it will not be so dark on stormy days.

Crosses are sometimes more satisfactory than full-bloods and for roaster work it is sometimes best to use Brahma males and Plymouth Rock females. Such stock makes the best of roasting chickens, but is a little slow in maturing for eggs. The above mentioned cross makes ideal birds, and housed in open front houses should grow to maturity with very little mortality and make a hatful of money for the owner.

Write and tell us the result of the year's use of our goods. If there is any way that you think they could be improved, write us fully and give us your ideas. We want to make them better if possible. You can help.

It is a good idea to use some "Overall" Roup Powder in the drinking water. "Prevention is better than cure."

Before starting the incubator test the thermometer, as the best of them go wrong sometimes. A slight variation may upset your hatch. Your family physician will have a clinical thermometer in his pocket at all times and he will be glad to test the incubator thermometer for you.

Do not bother him to test more than one, for you can test the others by the first one.

Get your birds into small flocks. Get them settled down for the winter.

Get late hatched pullets in place of two-year-old hens. They will pay better. (Of course early hatched pullets make better breeding stock.)

The Park and Pollard system spells profits for you. If you have not stood head and shoulders above your competitors. If you have not made as good a success of poultry keeping as you should, get a copy of our 1918 Year Book, read it and reread it, then accept it as your platform this coming year.

Is your name on our mailing list?

Are your friends' names on our mailing list?



DECEMBER

1 Sat.

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4 Tue.

5 Wed.

6 Thu.

7 Fri.

8 Sat.

9 Sun.

10 Mon.

11 Tue.

12 Wed.

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15 Sat.

16 Sun.

17 Mon.

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19 Wed.

20 Thu.

21 Fri.

22 Sat.

23 Sun.

24 Mon.

25 Tue.

26 Wed.

27 Thu.

28 Fri.

29 Sat.

30 Sun.

31 Mon.

RESULTS

4614 N. 2nd St.,
Philadelphia, Pa.

West Haven, Conn.,
January 7, 1916.

The Park & Pollard Co.

Gentlemen: Have just received my prize and needless to say am delighted.

I also wish to state that I still have the original 14 hens and they never have tasted anything but Park & Pollard Feeds: laid some eggs right through the moult and are turning out from 6 to 14 eggs per day. I tested some last week and they tested 100% fertile, so they must be in pretty good health to do that. Pullets have also done fine.

My neighbors wonder why I get eggs in winter and there is only one answer: Good care and Park & Pollard Feeds.

Wishing you every success with your most excellent feeds,

I remain

Yours very truly,

(Signed) BEVERLY T. ADAMS.

The Park & Pollard Co.

Gentlemen:—Am pleased to hand you record for the year 1915 in accordance with your requirements.

Considering that 109 chickens are accounted for out of 119 baby chicks, and that three of those were killed in a wind storm, I think I have a record for rearing baby chicks with the cold brooding method and Park & Pollard Feeds that will be hard to beat.

My pullets are a fine bunch of "huskies" and are a good example of what can be accomplished by following the instructions given in your Year Book. From Dec. 15 to date (Jan. 7) two pens of 14 E. I. Red pullets have averaged 9.5 eggs per day per pen. Two pullets began laying when 5 1-2 months old.

Very truly yours,

(Signed) CHARLES A. DRUM.

Park & Pollard Co
BABY BUSTER CHICK FEED
Gritless with fish

WE WANT A DISH OF GROWING FEED WHEN ONE WEEK OLD

See 'em Eat!
Feed Baby Buster Chick Feed in litter
Growing Feed in a dish

WHAT DOES IT COST TO RAISE A CHICKEN AND OF WHAT IS THAT COST MADE UP?

(1) First of all it's the original value of the eggs when placed in the machine, (2) the infertile eggs, (3) the eggs that did not hatch, (4) the cost of running the incubators.

Now all this cost is represented by the chickens you hatch, and that same bunch of chickens will show whether you are a real poultryman or just an "ordinary feller that keeps hens."

If you can raise a good percentage of every lot of chickens you hatch, you are a real poultryman; if you raise ninety per cent. of every hatch you are a wonder, and you can and will be a wonder if you will use a good amount of common sense in selecting your parent stock and caring for them six months previous to the time you start hatching, and use our Chick Feeds and Growing Feed.

CHICK FEED COSTS

If the chickens consumed the chick feed in the first month of their lives in the quantities they use when from three to five months of age, there might be a little excuse for poultrymen looking for less expensive rations, provided it did not imperil the lives of the youngsters, but when we consider that a pound of the best chick feed will put a chick-

en beyond the danger period, or up to three weeks of age, what excuse is there for the saving of a quarter of a cent a pound when it endangers the entire season's crop of producers? The trifle you save on one hundred chicks you would lose in the death of one. When you have so much at stake, why use anything but the best?

Baby Buster Chick Feed

Contains Fish and Millet

For Baby Chicks from 48 Hours Old to 3 Weeks of Age

This "Baby Buster" Chick Feed is our Gritless-Chick Feed of other years under a new name. Our Gritless-Chick Feed was manufactured and sold when we first started in business under the name "Gritless" to distinguish it from competitive feed heavily adulterated with grit or ground rock. We now find the name is not safeguard enough for our customers, as many unscrupulous dealers pass off inferior rations to their customers when our "Gritless-Chick Feed" is called for, reconciling their conscience with—"well, it's gritless anyway." For this reason

we have decided to use the name "Baby Buster."

This feed contains fish as in previous years, as, with each additional season, we have found that fish is a wonderful vitalizer and strength promoter in the youthful days of the chicken's life. It will out-grow with less mortality any feed on the market when used in connection with our Growing Feed as directed.

Order it by its name—"Baby Buster" Chick Feed—and insist that you are given the kind you ask for.

SEE FEEDING CHART, PAGES 40 and 41.

YOUR MONEY'S WORTH OR YOUR MONEY BACK

Red Ribbon Chick Feed

For Baby Chicks from 48 Hours Old to 3 Weeks of Age

Red Ribbon Chick Feed is a "cut corner" chick feed. If you feel that you cannot afford "Baby Buster" Chick Feed, try the Red Ribbon brand. It is less in price than the "Baby Buster" as it does not contain the same ratio of high cost ingredients, but it is man-

ufactured just as carefully and of all sweet grains and seeds. Customers will find it a much better chick feed than most of the first grade feeds on the market, and it will raise more chickens than any other except "Baby Buster."

Intermediate Chick Feed

For Chicks 4 to 8 Weeks of Age. (Also Feed Growing Feed)

A chicken is a great deal like a small boy. The small boy is in a hurry to get out of skirts and into pants. The chickens are the same—they really seem eager to get out of the finer chick feed class and begin to eat the coarser, or Intermediate Feed, before we would think they should, but it's safe to trust their appetites and let them have it and as much of it as they will eat most any time after they are a month old, alternating these meals with the finer feed.

It saves you a little on the cost and they will eat more of it, and by using the Growing Feed with it you can really get your chickens

along faster than you would if you kept them on the finer chick feed for a greater period of time. Remember that the older the birds are the less water is contained in their flesh and the more expensive it is to make a pound of gain. Youth in any animal is the time to make it grow, and the younger you fix the growing habit the less per pound the gain will cost. Roasters of four-pound weight have a great deal more toothsome and delicious flavor if grown in one-half the usual length of time. Shortening the growing period lengthens the profit.

The Park & Pollard Feeding System is based on the careful blending of each ration into the complementary ration to be fed with it. "Lay or Bust" should be fed with our Screened or Red Ribbon Scratch Feed; Growing Feed should always be fed with our "Baby Buster," Red Ribbon, or Intermediate Chick Feed. Substitutes throw the ration out of balance and weaken your results.

Always insist that your dealer supplies you with our complete line of feed and **GET GUARANTEED RESULTS.** If he does not carry it, send to us with his name.

To insure getting the right brand, specify that you want "Park & Pollard" and indicate the kind you wish. Accept no other.

See Feeding Chart, pages 40 and 41.
Look for the stitched-in tag.



"Overall" Chick Feeders

NEXT TO GOOD FEED IS A PROPER FEEDER

These feeders are the most practical feeding device ever offered.

They present the feed in such a manner as to be always accessible, and at the same time the birds cannot waste the feed and the feeders cannot clog.

For the week-old chickens and for Growing Feed, we have a smaller size—the wire grid of

which prevents them from scratching it overboard, but the side being low, allows them easy access at all times.

We recommend the use of this size up to the age of six weeks, after which the 6-qt. size (see page 36) will be found just right until fully matured.

Price: Chick size, 40c. each.

Your money back if you do not find the "Overall" Feeder the best thing you ever tried, regardless of price.



See Pages 47 to 55



COMPLETE FEEDING SYSTEM—PAGES 40-41

Park & Pollard's GROWING FEED



THE SECRET OF THE SUCCESS OF THE PARK & POLLARD FEEDING SYSTEM

THE USE of some other feed than hard grains for the growing chicks is an absolute necessity if you want the chick to come quickly and naturally to an early and rugged maturity.

Have you ever watched carefully the mother hen with her brood? If not it will serve you well to turn biddy loose in the back yard with her numerous family of youngsters and observe for a few hours every move she makes. It will repay you exceedingly well and furnish food for future thought—something you will not soon forget. And it will give you the key to chicken sense and success.

You hear Mother Biddy grumbling impatiently and the chicks worrying as you approach the coop to let them out of their overnight confinement. You see her hustle out all ruffled up and, having assured herself that no enemies are lurking about, she speaks to her children and out they tumble in a hurry to be on hand for the anticipated tid-bit. Now take in every move as Biddy directs the feeding of her flock. If there is a dish of water, that comes first—just a sip or two. If not, then the tender grass-ends with the dew-drops clinging to them furnish an appetizer.

Now Biddy is calling her downy babies to a certain spot. She has found some scattered seeds from last fall's crop and is scratching them out of the top-earth and the chicken kiddies are snatching them up as mother directs. Ah! There is a spider hiding away under a chip. Mother grabs it, gives it a squeeze with her bill and lays it down for a lively chick. Now a moth flies too near and is appropriated by Biddy, finally going the same way as the spider. A thoughtless earth-worm lies too close to the surface. Down goes Biddy's bill into the small hole and with the inherited skill of centuries behind her, pulls forth a fine, fat morsel which the chicks pull and tug at until it is broken up and disappears in their tiny crops.

Then here we are right amongst some tiny clover leaves and a few picks each

gives the chicks a fine relish. And now Biddy digs energetically in the earth around the trunk of an old apple tree. She knows there is variety there and what a time they have with bugs, seeds, ants, tender grass roots, worms, et cetera!

Listen! Some of the kiddies are telling the Mother Biddy they want to rest up now and snuggle. So she selects a good place, crouches with wings and feathers loose, and under her they all scuttle with such a contented little song, for a cozy time and a warm nap.

THIS IS NATURE'S GROWING FEED THAT MOTHER BIDDY HAS BEEN GIVING TO HER BABIES. This sort of growing feed in unlimited quantity would grow chicks to as near perfection as they could grow, and without loss. BUT—not once in a thousand times can a Mother Biddy and her chicks be furnished with such a supply. Why? Because it is not possible to allow hens with chicks to roam about at will except in isolated cases, and even if they are given their freedom, the supply of natural food is soon depleted or exhausted and Mother Biddy is forced to apply at the back door of the farm house for some crumbs, et cetera. And what of the millions of baby chicks born in incubators, never to know the mother Biddy's attention? They must be provided with something to make them grow.

This is why Mr. Park studied so many years until he succeeded in making a GROWING FEED for chickens which supplies them with all the natural elements of food value and which boosts them to a strong, sturdy, early maturity and places the first pullet egg in the nest so far ahead of any other feed.

Poultry rations that have been in use in the past for growing stock are too restricted, and do not fully nourish all parts of the rapidly growing system and some of the chickens break down at all ages.

Fanciers recognize as an almost universal fact that late hatches of summer chickens are the best colored and the best formed of

YOUR MONEY'S WORTH OR YOUR MONEY BACK

any of their broods, but their problem has been getting them to standard size in season for the winter shows. This rapid growth and full development is just what our Growing Feed will do.

After the chickens are five days or a week old, provide them with a continuous ration of Park & Pollard Growing Feed, which is made up of a happy combination of the strongest and richest grains and meat foods ground together in the most appetizing form for the chickens. It gives a wide variety to feed upon, and so fully nourishes every part of the growing stock that they are always in good form and well feathered, with unlimited stamina, and they grow evenly and rapidly.

Bowel trouble is unknown unless the heat goes wrong in the heated brooders, and leg weakness never comes if they have outdoor exercise daily. They are in market bigger than last season's four months' birds. It makes early hatched pullets out of late comers, and after you try it a season you will find your old stock one to two pounds heavier, and your pullets laying a month earlier. It eliminates all chance of failure and cuts out one-half the labor. Added to this is the big item of saved labor over the expenditure of time in preparing and "serving" wet mash mixtures.

These are pretty strong statements, but all we ask is a trial. Buy a bag, feed as per directions enclosed, and if it does not prove entirely satisfactory, get your money back, either of us or of the dealer from whom you purchased the feed.

Feed liberally, continuously and heavily and spend all your thought on the problem of scheming out some new way of getting more feed into your birds. They develop

The Park & Pollard Feeding System is based on the careful blending of each ration into the complementary ration to be fed with it. "Lay or Bust" should be fed with our Screened or Red Ribbon Scratch Feed; Growing Feed should always be fed with our "Baby Buster," Red Ribbon, or Intermediate Chick Feed. Substitutes throw the ration out of balance and weaken your results.

Brunswick, Me., Oct. 21, 1915.

The Park & Pollard Co.

Gentlemen:—There is no use to question the value of your Growing Feed for young chicks. I have a flock of 97 R. I. Reds and the smallest weight is one pound nine ounces and only five weeks old. I think this is pretty good. All your feeds have a large place in my feed room. They cannot be equalled.

(Signed) E. M. BARIBEAU.

in almost the exact ratio to the amount of feed consumed.

Remember, full fed chicks are paying chicks.

OTHER USES

As a moulting food for all old stock and a "pusher" for the developing pullets Park & Pollard Growing Feed is recognized as the best by all poultrymen who have used it.

It will hasten the moulting period two weeks to a month and you will get quite a lot of eggs during the process.

MARKET BIRDS

To get the last litter of eggs out of your hens, feed Growing Feed in place of "Lay or Bust" for a month before marketing, with a side dish of beef scraps before them. They will gain a pound or more on the change and lay better during the time.

DUCKS

Fatter, heavier ducks can be raised on Growing Feed fed dry with 10% chick grit or coarse sand mixed in than on any other ration, and it is a lot easier. Be sure they have plenty of green stuff and water. It will grow a better duck in ten weeks than any other ration will in twelve, and with one-half the labor.

Other feeds will be offered you "just as good," and some growers may attempt to mix their own ration, but we say, "Don't do it." Economize along some other line. Our feeds are sold on a closer margin of profit than any others on the market and we know that equally good feeds cannot be sold for less money.

Always insist that your dealer supplies you with our complete line of feed and **GET GUARANTEED RESULTS.** If he does not carry it, send to us with his name.

To insure getting the right brand, specify that you want "Park & Pollard Growing Feed," for growing chickens. Accept no other.

See Feeding Chart, pages 40 and 41.
Look for the stitched-in tag.

Royersford, Pa., Sept. 14, 1915.

The Park & Pollard Co.

Gentlemen:—We have fed about one ton of your Growing Feed and found it all right. We never raised our pullets so quick as this year. We have pullets at four months old laying.

Very truly,

(Signed) E. P. KERN.



COMPLETE FEEDING SYSTEM — PAGES 40-41



Keep in Easily Accessible Open Hoppers Before Mature Fowl Continuously

THE SECRET OF THE SUCCESS OF THE PARK & POLLARD FEEDING SYSTEM

MORE than a decade ago we first placed this feed on the market. At that time dry feeding was unknown. Our first sales were made to the consumer on the "money back plan" (dealers would not buy it and did not purchase it until some years later.) It attracted such wide attention from all branches of poultry keepers that the experiment stations took it up and found it very much in advance of the old method. Of course they could not endorse our feeds and hold their positions, but they did us the compliment of unqualifiedly endorsing the method and issued bulletins giving formulas of their own composition made up of substitutes for the higher priced ingredients which they found in our feeds.

In our experimental work of previous years we had found these substitutes unsafe to use, and they are now finding them unsatisfactory and advocating other substitutes.

"Lay or Bust" is made today on the same formula (within five per cent.) that we used for years before we first put it on the market, and we have so manufactured it ever since. It would be very easy to cheapen it and sell it five dollars a ton less, but you would not make as much money as at the present price.

As good a feed cannot be sold for less money.

The question for the poultryman to decide is: "What feeds will give me the eggs at the least cost per dozen?" Eggs are dividends and dividends come from surplus. Your hens and pullets will not declare dividends unless you give them enough of the right kind of feed with which to make a surplus.

Years ago a wise old poultryman said, "There's more in the feed than in the breed," and he was certainly right. The best bred bird cannot—and will not—lay if not fed, and the poorest scrub will lay quite plentifully if properly fed. Feed has more to do with the paying end of a poultry plant than anything else, and the only feed that is cheap is the feed that produces results.

If you were running an engine you would be interested in the quality of fuel you were burning, would you not? If you had offered you at a discount a fuel that would only produce heat enough to boil the water in the boiler without producing any steam, that would be more expensive than something that cost more but gave you easily 100-lb. steam pressure, would it not?

When we tell you that our Dry-Mash makes them "lay or bust" every time, at all seasons of the year, we mean what we say. It is as impossible for a healthy hen to eat "Lay or Bust" and not lay as for half a dozen women to sweep back the tide in Boston Harbor. Not only does it produce eggs at a lower cost than any other feed, but it maintains the birds in better health and does away with more than one-half the labor of caring for them.

Many of the ailments of Poultrydom are directly traceable to improper feeding. Egg eating, feather pulling, too much broodiness, over-fatness, diarrhoea, constipation, crop bound, slow moulting, pale combs, poor fertility, weak germs, low vitality in young chicks, soft-shelled eggs, are all due to improper diet; and we have corrected the tendency to all of them in our mixtures, and have demonstrated that

YOUR MONEY'S WORTH OR YOUR MONEY BACK

These ailments are largely overcome by the use of our feeds. These points are given constant and careful consideration by us, and the requirements followed out regardless of the cost of the proper materials.

Again it is just as essential to have the proper proportions of right materials, as to have the proper materials. Feeding your birds the right materials in the wrong proportions will just as surely throw them out of condition, resulting in a train of ill success, infertile eggs, weak chickens and low vitality among your stock, as feeding the wrong materials.

A distinction in our feeds that you can depend upon is the knowledge of proper blending of ingredients that is back of our formulas.

A fluctuating grain market does not mean that high-priced ingredients necessary to the proper balancing of our feeds will be left out of our mixtures; this would be poor economy for you and for us.

Lay or Bust will give you the results you are looking for every day in the year.

SUMMER FEEDING

Just because the grass has started to grow, don't stop feeding. We admit that springtime is the natural season for the hens to lay and for the dairy cows to give milk, but when conditions favor production, push production.

In the East today wet feeders are very much in the minority, but we still find a good many poultrymen and farmers feeding our Lay or Bust during the winter months but turning their hens out to grass in the spring! Their reasoning is correct except that it is short-sighted. They say, "anything fed any old way will lay eggs in the spring." This is, in a way, correct, but if the birds are not receiving the proper food they lay just the same and take it out of their "capital" (or rather out of their hides) by reducing their weight; in fact, some birds will lay themselves down to almost skeletons during the spring season.

If they continued winter feeding right through the summer they would find that they could get eggs right up to and during the moulting season. In other words, their hens would not "dry up" until fall or time to go to market.

The moral of it all is: Do everything you can to induce your birds to eat more Lay or Bust and Growing Feed out of season if you want eggs. Don't let them lay or pay dividends during the spring months without full feeding, for if you do they will surely loaf a long time afterward when eggs are high.

The profit of the business all comes to

(Continued to page 36.)

TESTIMONIAL

Mr. Jonathan Greenleaf, Glen Cove, L. I., gives an excellent report on a flock of R. I. Red pullets.

From the day hatched they were fed first on our Baby Buster Chick Feed; then Growing

you in the last 25% of the yield, whether it be eggs or dairy products, and the chances are that the last 25% production is all profit.

When your hens are running around the farm "hustling for a living" they are "resting." At least they are not laying. Keep them confined and feed them just as carefully as in the winter, and you will get more profit than when eggs were higher.

Feed winter ration during the warm months and you will get winter profit right through the summer. The eggs are a little cheaper in price but the cost of production is much reduced by warm weather and full feeding combined.

THE ONLY TIME TO STOP STUFFING YOUR BIRDS IS AFTER THEY HAVE GONE TO MARKET.

STARTING THE PULLETS

Start your pullets on a ration of Growing Feed and Lay or Bust, half of each, when they are about two weeks from laying, dropping the Growing Feed as they begin to lay. Keep the feed in one or more hoppers, boxes, or other contrivances, in light, easily accessible parts of the pen, and do not let them go empty. Feed a liberal quantity of Scratch Feed in litter about an hour before they go to roost, inducing them to scratch freely. Encourage them to eat liberally of Lay or Bust, at least as much in bulk as of the Scratch Feed, cutting down the Scratch Feed until this is brought about, but getting every ounce of feed into them you can, and your egg basket will show the results we all look for.

A BALANCED RATION

Lay or Bust and our Screened Scratch Feed make a complete balanced ration, but if you have cabbage or clover it is well enough to feed it, although we have a liberal amount of alfalfa in Lay or Bust. Simply furnish shells, grit and an ample supply of water in addition.

Lay or Bust and whole corn, meat scraps, green bone, and a lot of other combinations, throw the birds out of condition. There is all the animal protein in Lay or Bust that the birds can consume and thrive on. Don't add beef scraps, green bone or anything except your table scraps.

Don't use cheap Scratch Feeds, thinking you are saving ten cents a bag. A bag of Scratch Feed contains the night ration for about 300 hens, or would feed one hen 300 days. Now it is easy to see that saving 10 cents a bag is only saving the value of four eggs and the difference in the palatability of a ration would make an increase of many times that number of eggs.

Don't economize on the quality of your feed. Demand our Screened Scratch Feed and use it with Lay or Bust once per day.

Feed and Intermediate Chick Feed, Screened Scratch and Lay or Bust following in order.

From October 1st, '14, to October 1st last, one year, they laid 2009 eggs,—an average of 201 each.

December 15, 1915.



OVERALL FEEDERS



NEXT TO GOOD FEED IS A PROPER FEEDER

Satisfactory results from feeding Lay or Bust are always obtained when the open "Overall" Feeders are used and we find, without exception, that lack of success comes only when the ration is not properly fed.

So important is this matter of the feeder that we have purchased several carloads of these feeders and are arranging to distribute them through our Lay or Bust dealers at cost.

These feeders are made of heavy stoneware, are very strong and durable, easily cleaned and never clog. They present the feed in such a manner as to be always easily accessible, and at the same time the birds cannot waste the feed.

For best results the feed should be presented to the birds in two dishes, if the

flock contains over a dozen birds, and should be placed somewhere in the middle of the pen where the light will strike into them freely and kept about two-thirds full (one feeder for every dozen birds is a good rule).

"Overall" Feeders are so inexpensive that they pay for themselves many times over in the course of a year in the added results they bring.

For the week-old chickens and for Growing Feed, we have a smaller size—the wire grid of which prevents them from scratching it overboard, but the side being low allows them easy access at all times. We recommend the use of this size up to the age of six weeks, after which the 6-qt. size will be found just right until fully matured.

Price: The price after Jan. 1, 1917, will be 30c. each for 6 quart size; 40c. each for 8 quart size.

Arrange with your dealer as soon as you read this offer to get you a stock for your pens. Their use will insure your success.

For Chick size see page 31.



LAYING AT 5 MONTHS



Housatonic, Mass., March 9, 1916.
Park & Pollard Co.

Gentlemen:—Your Almanac received and thank you for same. Some years ago a friend of mine handed me one of your books. Before that I had never heard of your Feeds. I read the book all through and after reading it carefully I bought some Lay or Bust and Scratch Feed and fed it as directed in the book. Before I got the feed I got eggs only in the spring and summer, but now I get eggs the year round. My hens have laid all winter, where some friends have twice as many hens as I have and do not get any results from yellow corn, oats, and corn meal.

I raised some chickens on your chick feeds last year. They grew like weeds and also I fed your Growing Feed. They started to lay at five months old. I have recommended it to my friends and they have told me they would not be without it.

(Signed) EDWIN CLAPP.

Allentown, Pa., Nov. 6, 1915.

The Park & Pollard Co.

Gentlemen:—... I started with chickens this spring and the 13th of this month they will be 7 months old—11 pullets and one cockerel.

On the 8th of Sept. (5 mos.) they started to lay and have been laying ever since and I am getting from 5 to 7 eggs every day.

I am using Lay or Bust and your Scratch Feed. Yours very truly,

(Signed) W. M. SNYDER.

62 Lafayette St., Rutland, Vt.,
January 4, 1916.

The Park & Pollard Co.

Gentlemen:—I think your Scratch Feed the cleanest and best I've ever seen. The hens eat the Lay or Bust greedily. The little chicks especially like the Growing Feed.

I have some splendid pullets raised on it weighing from 5 to 7½ lbs. at six months old and commencing to lay at 5½ months old. During the month of December I trapped them and No. 10 laid 23 eggs, others 20 and some others 19 eggs apiece. One commenced laying December 9th and laid 15 eggs during the remainder of the month.

Very truly yours,

(Signed) ANNA M. BATES.

YOUR MONEY'S WORTH OR YOUR MONEY BACK



Westerly, R. I., Dec. 30, 1915.

The Park & Pollard Co.

Gentlemen:—I want to tell you we have never got so many eggs in November and December as we have this year, and we have had extra fine roasting chickens this fall. We think your **Growing Feed** and in fact all your feeds are indispensable for any commercial poultry plant.

Very truly yours,

(Signed) EARL F. WILLS.

Morris, N. Y., October 30, 1915.

The Park & Pollard Co.

Gentlemen:—I want to say that your Lay or Bust is the greatest egg-producing feed I know of, for two reasons: (1) the hen keeps in condition, and (2) produces the limit of eggs.

Your Growing Feed for young chicks I have found an ideal food, as I have less disease, stronger chicks, and they develop at least four weeks earlier. I have chicks laying that were hatched June 1st. Again this Growing Feed meets a great need for hens during the moulting season. My show birds have the richest plumage I have ever been able to produce. I attribute it to the feed. In these days of knocks, I want to boost, when there is something to boost for, and I have never found a thing in all of your grains but the best. Some will look for cheap stuff, but yours is the cheapest in the end, for it will out-feed any other on the market, pound for pound. Keep the quality up, never mind about the price. The

The Park & Pollard Feeding System is based on the careful blending of each ration into the complementary ration to be fed with it. "Lay or Bust" should be fed with our Screened or Red Ribbon Scratch Feed; Growing Feed should always be fed with our "Baby Buster," Red Ribbon, or Intermediate Chick Feed. Substitutes throw the ration out of balance and weaken your results.

user will soon learn this, for he must add to the cost of his cheap feed the loss of birds and eggs that is sure to come.

Cordially yours,
(Signed) REV. E. B. RUSSELL.

No. Waterboro, Me. March 7, 1916.

The Park & Pollard Co.

Gentlemen:—I take great pleasure in thanking you for the \$50.00 in gold received tonight. I was indeed surprised as well as pleased to know that I had won the first prize in the 1915 Contest in Maine.

I assure you that each bag of your grain that I get brings me double the cost in eggs and keeps my hens well and happy. Many people would be frightened to pay as much for feed to give to their hens, preferring the old way of feeding, but they are all surprised at the way my hens lay. I tell them it's "Lay or Bust."

The only criticism that I can make about your feeds is that they are the best on the market.

Very truly yours,

(Signed) MRS. MARK T. JOHNSON.



Sandy Creek, New York, Dec. 31st, 1915.

The Park & Pollard Co.

Gentlemen:—Just a line as a testimonial to you. I have been feeding my White Wyandottes Lay or Bust and Scratch Feed for twelve months, and am glad to say that I am ahead of my neighbors in eggs. After trying other feed, I am satisfied the Scratch and Lay or Bust are the best.

Yours truly,

(Signed) MICHAEL KAUFMAN.

Always insist that your dealer supplies you with our complete line of feed and GET GUARANTEED RESULTS. If he does not carry it, send to us with his name.

To insure getting the right brand, specify that you want "Park & Pollard Lay or Bust." Accept no other.

See Feeding Chart, pages 40-41.

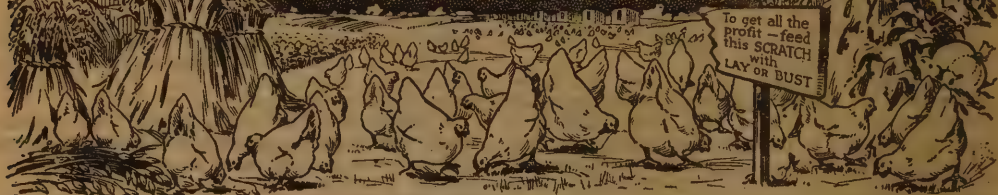
Look for the stitched-in tag.



COMPLETE FEEDING SYSTEM—PAGES 40-41

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SCREENED SCRATCH FEED



THE SECRET OF THE SUCCESS OF THE PARK & POLLARD FEEDING SYSTEM

IF YOU keep twenty hens and they lay five eggs per day, the chances are that they are about paying expenses, but if they lay ten, twelve or fifteen eggs a day, that surplus five, seven or ten eggs, represents profit, all profit; therefore, we should carefully consider the system that presents the greatest efficiency in full feeding.

Scratch Feed is a supplementary ration; that is to say, the eggs, or the growth, are in the **Lay or Bust** and the Growing Feed; the **Scratch Feed**, or hard feed, only serves to balance and fill out the ration.

There is no question that by using our "Lay or Bust" feed in connection with most any Scratch Feed you will obtain better results than you have ever gained before, but if you wish to obtain the **very highest egg yields**, and maintain your flock in the **highest state of health**—by all means feed both **Lay or Bust** and our **Screened Scratch Feed**.

These two feeds are carefully balanced to niche into one another, and are so perfect a combination that they not only tickle the palate of the hen, but they immediately put her in such good condition physically, that she is literally "full of" eggs, health and vigor.

Instead of being "used up" with that tired feeling in the spring season when we want strong eggs for hatching purposes, she is steadily producing eggs that hatch well, and chickens that live well. She skips all the ailments and diseases caused by improper feeding, and continues to contribute to the prosperity of her owner for the full twelve months of the year.

It takes "know how" and long experience to bring these results about, and we combine them for your benefit in our feeds.

A variety of grains more fully nourishes the many complicated parts of the bird's anatomy, and results in larger and stronger fowl with increased vitality. When confined to a restricted ration, young stock do not fill out as well; are more subject to disease, and fail to reach the size that they would attain if fed liberally upon a carefully balanced mixture. Laying hens are more subject to disease, acquire pernicious habits of egg eating, feather pulling, etc., simply as a result of the natural

craving of an appetite unsatisfied. Given a carefully balanced ration they acquire none of these bad habits, and show their appreciation in full baskets of fertile eggs throughout the year.

We have carefully considered the various strong points of each ingredient, and proportioned them to balance one another. For instance, buckwheat is in itself one of the best egg producers on the entire list of grains, but if fed to excess and without other grains to counteract the tendency, produces eggs with very pale yolks.

Wheat is an excellent egg producer, but fed too freely reduces the strength of the germs and vitality of the chickens hatched.

Nothing but long experience with the birds gives us this information, and enables us to counteract the weak features of each ingredient with the strong features in some other material.

We compound our feeds for the purpose for which we intend their use—TO GET RESULTS—and not for the working off of by-products. Scratch Feeds are usually made the dump of refuse grains that cannot be sold in the open market, and when making comparison of prices, keep in mind that every kernel of grain in our Scratch Feed is sweet, and that there are no sweepings or weed seed contained.

Also by an improved method of removing all small particles and dust we save you nearly ten per cent. in feed that is ordinarily wasted when fed to grown fowl in litter (as it should be fed).

Screened Scratch Feed will be found to answer the needs of the growing stock when used after the Intermediate Chick Feed, and for laying hens when used with our "Lay or Bust."

Fed in conjunction, "Lay or Bust" and Screened Scratch Feed will do more to chase away the nightmares of bad poultry experiences than any other course you can adopt. If you could see and hear one in ten of the enthusiastic supporters of our DRY FEEDING METHOD you could not avoid the conclusion that our feeds pay big profits to the feeders.

We have repeatedly proven that only two factors make up success with poultry or make a failure of the undertaking. We

YOUR MONEY'S WORTH OR YOUR MONEY BACK

challenge anyone to prove that any plant has been a failure that has first kept its birds healthy and secondly fed them properly. With these conditions right, the results are so overwhelmingly profitable that success is inevitable.

SUGGESTIONS IN FEEDING

For the best results in egg production we recommend one or two "Overall" Feeders containing "Lay or Bust" constantly

Red Ribbon Scratch Feed

Red Ribbon Scratch Feed serves the same purposes as our Screened Scratch Feed, is just as carefully prepared, has the same quality of corn, kaffir corn or milo, the same buckwheat, and sells for five or ten cents per bag less price. It is compounded to balance "Lay or Bust" or Growing Feed, and on these rations you

before the birds, and a feed of Scratch Feed in litter an hour or two before roost time at night. Thus they do not have a chance to gorge themselves early in the day and then dope around, but are always on the move between feed hopper and litter, looking for some of last evening's remnants, and have no time to line up in the sunlight as wet-mash fed hens are prone to do on a cold winter day after a hot mash in the morning.

will get the best results obtainable on any ration outside of Screened Scratch. If you feel you must economize, do so on the scratch ration rather than the soft feed, for the eggs and growth come from the "Lay or Bust" (for laying hens and pullets) and Growing Feed (for growing chicks and hens fattening for market).

"Overall" Pigeon Feed

This ration is for squab raisers and fanciers who appreciate pigeon feed made of small whole corn instead of cracked corn.

All corn products deteriorate as soon as the outer hull is broken, which makes cracked corn unsafe to feed pigeons in confinement during the hot weather. The corn used in "Overall" Pigeon Feed is what

is called "Dutton corn" and is a **very small kernalled flint corn**. The wheat is a high grade milling wheat; in fact all of the grains are of the highest quality and a trial will convince you that this is the economical ration to purchase for your birds. **Look for the "Overall" tag on every bag.**

Rockport, Mass., Jan. 8, 1916.

The Park & Pollard Co.

Gentlemen:—I have been using your feeds and think they are the best ever, especially your Lay or Bust and Scratch Feed. I am sending you by express 24 bags for which I wish you would send me 8 of the large sized chick journals. Will you also send me one of your 1916 Year Books, as there are many useful hints in them.

Very truly yours,

(Signed) COSTA BROTHERS,
Readland Poultry Farm.

Glen Cove, N. Y., Dec. 29, 1915.

The Park & Pollard Co.

Gentlemen:—I have handled poultry in a

small way for years, feeding various kinds of feed, some of it commercial and some of my own mixing, but for the last five years have fed your feeds exclusively, the results being highly satisfactory.

My banner year was from October 1, 1913, to October 1, 1914, when a pen of 10 R. I. Red pullets laid 2074 eggs. My pen of 20 pullets hatched April 19, 1915, and fed by your system on your feeds, began laying Nov. 8.

I consider that the above results justify my use of the words "highly satisfactory."

Yours very truly,

(Signed) JONATHAN GREENLEAF.

Always insist that your dealer supplies you with our complete line of feed and **GET GUARANTEED RESULTS**. If he does not carry it, send to us with his name.

To insure getting the right brand, specify that you want "Park & Pollard." Accept no other.

See Feeding Chart, pages 40 and 41.
Look for the stitched-in tag.

The Park & Pollard Feeding System is based on the careful blending of each ration into the complementary ration to be fed with it. "Lay or Bust" should be fed with our Screened or Red Ribbon Scratch Feed; Growing Feed should always be fed with our "Baby Buster," Red Ribbon, or Intermediate Chick Feed. Substitutes throw the ration out of balance and weaken your results.



COMPLETE FEEDING SYSTEM—PAGES 40-41



FIRST WEEK

Baby Buster Chick Feed or Red Ribbon Chick Feed.

First feed on board, shingle or dish, and subsequent feeds in litter to induce free scratching. Chickens are much better fitted for their life work if fed nothing at all for the first 24 or 48 hours after hatching. While they will pick at anything bright and sparkling, they really crave very little food until after they are 48 hours of age, and feeding before the appetite really exists does more harm than good.

You are just as good a poultryman as you are a chicken raiser. If you are a success with the young chickens, you are a success with them after they reach maturity. Raising a goodly percentage of the chicks is not a hard job provided the stock is right and the proper tools are selected.

In these days no one would think of trying to raise their next winter's egg layers on damaged, musty or poor chick feed. There is too much depending on them.

Grit.

Water or Milk. (Sour milk preferred.) Growing animals of all kinds are great drinkers, and water in some form should always be within easy reach, so provided that the chicks cannot get wet crowding around the dish, and they will not crowd if the supply is not allowed to run out. Always substitute milk for water for your growing chickens of all sizes for best results. Feed the milk uniformly, either sweet or sour, not one way one day, and another the next. Using always sour milk is thus more safe and satisfactory.



SECOND, THIRD AND FOURTH WEEKS

Baby Buster Chick Feed or Red Ribbon Chick Feed three times a day in litter.

SEND FOR CARDBOARD CHART AND EGG RECORD FREE

FOR FULL INFORMATION on our "LAY OR BUST" FEEDS, see pp. 30, 31, 32, 33, 34, 35, 36, 37, 38, 39.

YOUR MONEY'S WORTH

Growing Feed before them all the time in our Overall Feeders.

Milk or Water. (Sour milk preferred.)
Grit.

Green Food (if possible). Lettuce, cabbage, sprouted oats, a sod, mangels, Dwarf Essex rape or green grass should be fed daily and chicks allowed to eat their fill of it for best results. Any one of the above will answer the purpose; use whichever is easiest to procure.



FIFTH, SIXTH, SEVENTH AND EIGHTH WEEKS

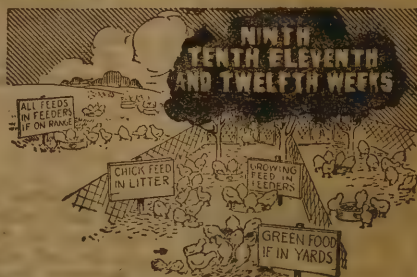
Baby Buster Chick Feed, Overall Chick Feed, or Red Ribbon Chick Feed. (Intermediate Chick Feed may be substituted with economy.) If chickens are on range, feed may be kept in feeders before them. If in yards, feed three times per day in litter.

Growing Feed always before them.

Continue Green Food.

Grit.

Water or Milk. (Sour milk preferred.)



NINTH, TENTH, ELEVENTH AND TWELFTH WEEKS

Intermediate Chick Feed (or Scratch Feed.)

Growing Feed. If chickens are on range all feeds may be in feeders. If in yards, scatter the hard grain in litter. During hot weather provide shade and plenty of green food.

Broilers

If for broilers, a month before marketing, substitute cracked corn for Scratch Feed, one feed per day. Continuing Growing Feed until they go to market.



THIRTEEN WEEKS TO LAYING Pullets

Scratch Feed. (In Overall Feeders so long as the pullets are on range) and in 8 to 10 inches deep litter when confined in pens.

Growing Feed constantly before them till eggs begin to drop.

Mix Growing Feed and "Lay or Bust" equal parts the first two weeks after the birds begin to lay. This satisfies their appetite better than the abrupt change from Growing Feed to "Lay or Bust" and "Lay or Bust" is a better egg producer than the Growing Feed.



COCKERELS FOR MARKET

Scratch Feed (in feeders).

Growing Feed (in feeders).

Birds had better be kept in large grass yards separated from the pullets.

Liberal Feeding of Corn just before night (the whole will be more of an appetizer than the cracked, or rather they will eat more of it).

COCKERELS FOR BREEDING STOCK

Had better be fed on free range, if possible, with **Scratch Feed** and **Growing Feed**. Practically the same treatment as pullets, though best separated from the females to increase or maintain size of the birds.

N. B. "Lay or Bust" and Growing Feed are as rich feeds as it is safe to feed under most circumstances, and adding meat scraps throws them out of balance. Add meat scraps only as and when directed in this Feeding Chart.

SEND FOR CARDBOARD CHART AND EGG RECORD FREE

FOR FULL INFORMATION on our "LAY OR BUST" FEEDS, see pp. 30, 31, 32, 33, 34, 35, 36, 37, 38, 39.

OR YOUR MONEY BACK



LAYING PULLETS AND LAYING HENS

"Lay or Bust" constantly before the birds in one or more convenient feeding centers where the light is good and where the birds can get at it freely. Use Overall Feeder, box or some other receptacle that answers the purpose.

Scratch Feed in litter once a day only about two or three hours before roost-time, varying with the season, 6 o'clock in long summer days, and 3 o'clock in short winter days, approximating one quart to 15 hens, varying with the season, weather conditions and the laying of the flock (when birds are laying heavily they will eat much more than when they are moulting).

Do not feed any more Scratch Feed in bulk than the birds eat of "Lay or Bust" in a day. Carefully note, how much the birds consume by inspecting the "Lay or Bust" hopper, and feed accordingly. When they are eating "Lay or Bust" freely, the eggs will be coming right away if not already laying and an equal quantity of the Scratch Feed is needed to balance their ration.



HENS INTENDED FOR MARKET

Substitute Growing Feed with 10 per cent. rich quality Meat Scraps, and continue 6 weeks before shipping. They lay better for a time on the change of diet, and gain a pound or more weight per head.

MOULTING FEED

Growing Feed (in feeders) in place of "Lay or Bust" makes an ideal moulting ration. The birds thrive wonderfully on it and make a short, quick moult and resume laying very quickly. In fact, the American varieties will not cease altogether at any time; a few eggs will come all the time from a flock of a dozen.



What People Write about Park Pollard Feeds



Syracuse, N. Y., Dec. 16, 1915.
The Park & Pollard Co.

Gentlemen:—I must say that your Baby Buster Chick Feed is the best I ever used for results. The chicks thrive wonderfully on it. You can see the little fellows going mad after the fish it contains. I am well pleased and will continue to use this feed as long as I am in the business.

Yours truly,
(Signed) MRS. B. F. CURTIN.



9 Pleasant St., Brattleboro, Vt.,
January 11, 1916.

The Park & Pollard Co.

Gentlemen:—I have only kept hens for two years and have used your feeds from the start.

Last year, 1915, I introduced better blood, which costs at first. I now have a handsome, vigorous flock that are just beginning to do something as my chickens are late hatched, but grew so fast with your feeds that everyone who saw them remarked on the rapid growth. I feel confident of making my small flock pay with your feeds this coming year.

Yours truly,
(Signed) MRS. F. C. DARLING.

Poughkeepsie, N. Y., October 3, 1915.
The Park & Pollard Co.

Gentlemen:—Have just received your handsome silver cup which was awarded to a S. C. Rhode Island Red pullet at the Dutchess County Fair as being the best bird in the Show, all varieties competing and 4000 birds shown. This pullet was raised and conditioned on Park & Pollard Feeds, as were all other birds I showed.

I consider your feeds equally good for show room conditioning or egg producing. The mother of this pullet laid 21 consecutive eggs and a full sister to the mother laid 54 eggs in 2 months.

Sincerely yours,
(Signed) MAUD SPAULDING.

New London, Ct., Dec. 22, 1915.
The Park & Pollard Co.

Gentlemen:—My 22 R. I. Red pullets, hatched in May, started to lay December 16, 1914, and up to Dec. 16, 1915, laid 3880 eggs.

I have used no other feed but Growing Feed, Scratch Feed and Lay or Bust. I now have 100 doing nicely and am getting eggs all right. It is the feed that never fails if fed right.

Yours truly,
(Signed) HIRAM K. CROOKER.

Norwalk, Conn., Dec. 13, 1915.
The Park & Pollard Co.

Gentlemen:—I am now using from 3 to 5 bags of Park & Pollard Feed every week and am well satisfied with it. Expect I shall need more next year as I am building up a flock gradually. I never have found any feed that would always run so uniform week in and week out.

Very truly yours,
(Signed) CHESTER GUTHRIE.

So. Woodstock, Vt., Dec. 15, 1915.
The Park & Pollard Co.

Gentlemen:—Please send me your Year Book for 1916. I have 46 pullets that have not known anything but Park & Pollard Feed from start to finish. They were hatched the 20th of April and for the last month have averaged 30 eggs a day. I feed about 500 pounds of Lay or Bust and Scratch Feed a month.

Very truly yours,
(Signed) C. F. PERRY.



Macberth, Pa., August 8, 1915.
Park & Pollard Co.

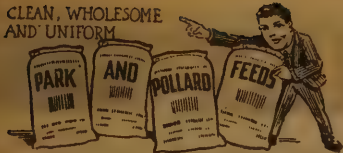
Gentlemen:—I have a flock of 120 White Wyandottes and have just started in to raise chickens on a large scale. Last spring I hatched out about two hundred chicks, using incubators, and as an experiment I fed one lot with your Growing Feed and the other lot with a mash used at many Experiment Stations.

The result was extraordinary. The chicks which were fed with your Growing Feed simply outgrew the others in no time and are twice as large as the others. I am, therefore, feeding all my chicks with your Growing Feed as I think it is the most wonderful mash I have ever seen. I am also using your Screened Scratch Feed.

Very truly yours,
(Sgd.) RICHARD STOCKTON WHITE.

YOUR MONEY'S WORTH OR YOUR MONEY BACK

CLEAN, WHOLESOME
AND UNIFORM



Farmingdale, L. I., N. Y.,
December 4, 1915.

Mr. Charles Rockwell,
Mount Vernon, N. Y.

Dear Sir:—We are always ready to shout a good word for the Park & Pollard Scratch and Chick Feed because of its year-round uniformity and freedom from grains of little food value. We like it better than any other brand and do not mix our own for the above reasons.

TYWACANA FARMS' POULTRY CO.

(Signed) A. E. Wright, Supt.

The Park & Pollard Company are welcome to make any use of this letter they may see fit.

(Sgd.) A. E. W.

Monson, Me., May 15, 1916.

The Park & Pollard Co.

Gentlemen:—Your 1916 Year Book just received, and it is full of good hints on the hen business. Have been using 500 pounds of your Lay or Bust a month, and am now using your Chick Feed.

Very truly yours,

(Signed) WALTER L. JOHNSON.

Bridgeport, Conn., Aug. 29, 1915.

The Park & Pollard Co.

Gentlemen:—I procured 25 day-old chicks and by following your chart for feeding from the very start I brought every chick to maturity.

They were hatched April 4 and the first egg dropped August 21. Out of 10 pullets I got 6 eggs today (August 29).

Would say anyone feeding your feeds according to your instructions will obtain wonderful results. I shall recommend it to everyone in this neighborhood.

Yours truly,

(Signed) PHILIP HAMBLIN.



DOUBLE THE EGGS ON
SCRATCH AND LAY OR BUST

Proctor, Vt., April 25, 1916.

Park & Pollard Co.

Gentlemen:—I have kept hens all my life with more or less success, yet I am free to admit that by use of your **Scratch Feed and Lay or Bust**, I have more than doubled the egg production, and we have eggs now in the winter months, which we did not expect with the old method of feeding.

Thanking you for your letter of March 21st, also your Year Book,

Very truly yours,

(Signed) JAMES T. GLASSON.

Albany, N. Y., Nov. 18, 1915.

The Park & Pollard Co.

Gentlemen:—I have been using your feeds exclusively for several years and made up my mind that this season I would give your system of rearing chicks a thorough try-out.

I followed your chart to the letter and spirit. When you stated a preference, as sour milk, I followed it. I hatched 104 chicks in April, May and June; today I have 104 as fine a bunch of birds as you ever saw. Did not lose one, have not had a sick one and there is not a weakling in the lot. That is a 100% raise and we both know it cannot be beaten. Three batches of my pullets are laying.

Yours very truly,

(Signed) HORACE S. BULL.

"5 to 3½ POUNDS
IN TWELVE WEEKS"



15 North Main St., Gloversville, N. Y.

January 5, 1916.

The Park & Pollard Co.

Gentlemen:—Enclosed herewith is my record for year 1915. Simply wish to state a few facts: Breed is Columbia Wyandottes; my soil is heavy, clay loam, which has been a detriment because of the unusually wet season; have fed Park & Pollard Feed only and have not had a case of White Diarrhoea; had cockerels weighing from 3 to 3½ pounds in twelve weeks.

Wishing you success, I am

Sincerely yours,

(Signed) CHARLES W. TAYLOR.

Canton, Mass., Dec. 11, 1915.

The Park & Pollard Co.

Gentlemen:—Received your Year Book and it is fine. Raised my chicks exclusively on your Chick Feed right from the first feed and find it is time wasted to try anything else.

Yours very truly,

(Signed) E. J. BOWMAR.

Kingston, N. Y., March 16, 1916.

The Park & Pollard Co.

Gentlemen:—I have been feeding your feed for about three years and have as yet to lose my first chick from improper feeding, so I want to keep up my record as near as I can from using the Park & Pollard feeds and system. Kindly send me your 1916 Year Book.

Respectfully yours,

(Signed) J. E. HARRIS.

New Bedford, Mass., Dec., 1915.

The Park & Pollard Co.

Gentlemen:—Having read your 1915 Year Book I find it one of the best books for beginners. Would be glad if you would forward me your 1916 Year Book.

Yours truly,

(Signed) EDMUND HIRST.

COMPLETE FEEDING SYSTEM—PAGES 40-41

Housing



PAGES and volumes of matter have been written regarding shape, sizes and styles of poultry-houses, and the subject is well worthy of all the attention paid to it. Improper housing is one of the things that figures strongly against profitable poultry, and the success or failure of many

plants is often determined at the outset by the style of building adopted.

Some writers and practical poultrymen advocate and use the long building, claiming economy in construction cost, and of labor in operating.

We will concede the slight saving in the cost of construction, but when considered as a twelve months' proposition, we know that houses on the colony plan will give much better returns on the capital invested.

We must consider the bird's comfort twelve months in the year, and what would seemingly be best for a blowy January day would be stifling on a hot day in July.

What would serve to the best purposes the comfort of the bird in August, would be altogether too exposed in December. Windows are out of the question, as they make a very hot building when the sun is shining and equally cold quarters after dark, bringing two extremes of temperature during a single day, a shock no bird can stand, and keep in condition.

We have tried about every size, style and type of building that has been advocated, and have found that the small portable building brings the most uniform success to all users.

Such houses make the birds comfortable in the hottest day in summer or the coldest day in winter, and require practically no attention.

To produce the right air conditions we must carefully study the shape and diagram of our house.

The main part to consider is that one-third of the south side shall be open to the weather in all climates and under all conditions, and that the opening be covered with one inch wire netting on the front of the door, and that the opening be equally distant from each side of the pen and from the roof and bottom of the pen.

This prevents the whirlpooling of the air in the house, which would occur if the opening were next to one side of the pen and the wind were blowing against the front of the house from an angle.

As to the exact form of the house, almost any size or plan seems efficient so

long as the south side opening is the only one in the pen, and is as described.

Set the building up on posts, or if the ground is frozen too hard to make it possible to dig post holes, simply set it on four corner stones or wooden blocks, scraping off the snow and filling the house in six inches to a foot above the bottom edge of the siding with fairly dry sand or gravel. If the ground is not frozen, set up on four corner posts, fill in with earth and gravel, and bank up the outside two or three inches above the lower edge of the house. Put six inches to a foot of good litter on top of the sand or gravel. Leave the cloth door open every day, unless the storm is coming from the south (assuming that your building faces the south.)

In climates as severe as New England, a light frame covered with cheese cloth or waterproof sheeting may be added outside the wire door for use on nights when the temperature ranges below zero, or for use during the driving storms when the house is very narrow so that storms beat in onto the birds on their roosts. At other times, day and night, cloth doors should be kept fastened back, so as to give a free circulation of air.

For climates less severe than New England, ranging to summer conditions, we should modify this plan only by increasing the amount of wire on the south side.

For southern states, California and other mild climates of the same character, we should recommend that the entire south side of the building be constructed of wire only, without any cloth whatever.

We should aim to err in the direction of always giving the birds more air, if the slightest doubt remains in your mind of that point. This method of housing will make a world of difference in the health of your flock.

We especially recommend the style house shown in Illustration No. 3. This house is 6 feet wide, 8 feet deep, 6½ feet high at the front and 4 feet high at the back. The backs and sides should be built of heavy, high-grade matched flooring, tongued and grooved and solidly put together so that it is impossible for air to enter at any point. The front should be built of the same material and have two doors opening



YOUR MONEY'S WORTH OR YOUR MONEY BACK

in opposite directions, one inside and the other outside. The inner door is covered with a galvanized diamond-mesh which serves to confine the hens to the interior and at the same time exclude objectionable intruders. The outer door is covered with waterproof cloth and for use in case of a severe storm, as outlined on Page 44. The roof should have overhanging edges and be constructed of heavy one-inch matched lumber, reinforced around the four sides and down the centre by wide strips of the same material. The entire roof should be made waterproof. We recommend heavy No. 27 galvanized steel which will make it impervious to rain, snow and wind. Heavy roofing paper may also be used, but the steel roof will be found more economical in the end if well put on.

The air is always good in the house—no droppings-boards are used, plenty of litter is added from time to time, and the house is always free from dampness or odor, and the birds are uniformly healthy.

Provide two heavy roosts six feet long, one about a foot from the back of the house, and the other a foot from the first. The location of these roosts makes it absolutely impossible for drafts to strike the fowl from any direction. The laying box hung on the side, as indicated in Illustration No. 2, has three compartments that are arranged in the most practical manner and permit the hens to lay their eggs in comfort. The roosts and laying box should be so arranged that they may all easily be removed for cleansing.

It will be noted that the arrangement of the interior fixtures of this house leaves the entire floor space at the disposal of the hens for scratching and allows for accommodation to its maximum capacity. (Place the Feeders in the centre of the floor where the light strikes in and the birds can get at them freely.)

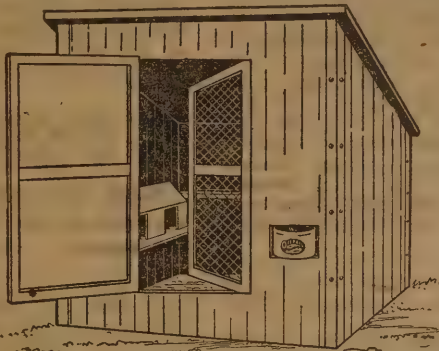
Such a house can be purchased and shipped knocked-down, of the supply houses at a price ranging from \$25.00 to \$30.00, or if second-hand lumber can be had at reasonable prices, the same building can be put up at from \$8.00 to \$15.00, using roofing paper for covering the cracks in the sides, back and roof. Of course, this

price does not include the labor, as we are assuming that the reader is to build it himself.

The one worst feature of the long houses is the tendency to draughts, and the likelihood of canker and other contagious troubles working from one pen to another.

If you are determined to build a long house, we urge that you build it with absolutely no doors between pens, with tight board partitions running to the roof, and made as tight as building-paper and boards can make them, the pens to be cared for entirely from the front just as in the smaller style house which we recommend.

Another very good plan is a house ten by twelve feet in size for thirty or forty birds. This house will cost from \$25.00 to \$50.00 and is more adapted to poultry farms than to back yards, as its increased size renders it rather a permanent building, while the smaller ones can be easily constructed on the portable plan.



(Number 3)

CROCKERY BARREL HOUSE

A very satisfactory and acceptable house may be improvised from a crockery barrel by sawing off about three of the staves, a door put in place, and water and feed provided.

This should not cost over 50c. to \$1.00, and makes quite a satisfactory residence for a family of five pullets, and you can safely count on three or five eggs per day with half the rations coming from the waste of the table.

PIANO BOX HOUSE

Another very popular and inexpensive house can be made of a piano box and when completed makes a house for six to eight pullets, and will not cost over \$3.00 to \$4.00.

We should prefer the houses, without floors, and built on this plan there will be enough lumber in the original box to build the entire building.

Make the most of the room by building shelves eighteen inches by two feet in width, about two feet above the height of the litter on the floor. Keep water dishes, nests, feed dishes and shell and grit boxes on these shelves, thus giving every bit of floor space to the birds to scratch over.

Terryville, Conn., April 5, 1916.

Gentlemen:—I have 30 Buff Plymouth Rock pullets that were raised on your feeds and system and have kept them on it all the time, and will say that I never have had anything that came anywhere near laying as these have done,—began laying the 1st of November and are still at it, getting from 18 to 22 eggs per day, and yet can't get any that will set.

(Signed) AUGUSTUS K. BINNELL.

Bath, Me., Feb. 28, 1916.

The Park & Pollard Co.

Gentlemen:—I have been feeding your feed all the year and have had great success. I house my birds in open front houses and feed them according to your system.

Very truly yours,

(Signed) CHARLES E. OLIVER.



Pocahontas Corn Meal

GRANULATED AND BOLTED MEAL.

Ever since the Pilgrims landed corn meal has been more or less on the dietary list of the people, and the delicious dishes that can be made from it entitles it to a daily place on every table.

The doctors tell, and we know from experience in feeding all classes of animals, that the more variety we use in our rations the better health and development we achieve.

Probably about the first dish the Indian taught the Pilgrim to use was corn meal mush. It was delicious to them in that time of privation and scarcity, but modern cooking and serving finds corn meal still a popular article of diet. It is delicious in flavor as well as rich in nutriment.

In these days of high food costs, corn meal has a real economic value. For the suburbanite or city man who longs to live less in the city and more in the country, Johnny cake, corn gems, or real Indian pudding of Pocahontas Corn Meal brings back some of those boyhood days and pleasantly links past recollections with future anticipation.

We have always maintained that the poultryman who owns a flock of chickens, a cow and a good garden is the most independent of us all, but if he adds Pocahontas Corn Meal to his possessions he is then doubly rich, for the combination of eggs and corn meal, milk, cream, fresh vegetables, fresh killed chickens and fowl makes a larder fit for a king.

Of course corn meal is not a new cereal that we are putting on the market. It has been used for centuries; the only difference between what we now offer and that which the Pilgrims used is in color and the refining processes which it goes through at our mill. The product of these processes we claim is the finest that can be produced.

The meal is put up in attractive cotton sacks and is not handled by human hands in all its refining processes.

Insist that your dealer supply you with the best of all Corn Meal—The Pocahontas Brand.

Mercer, Maine, January 31, 1916.

The Park & Pollard Co.

Gentlemen:—I am enclosing 50c for a bag of Yellow Granulated Indian Corn Meal. I had a small bag from your house and we think it the very best Meal we ever have had. I have spoken to two of our grocery men about it. I think that once they get a supply of that Meal it will do them heaps of good. Please get it here by parcel post as early as possible.

(Signed) DANNY MANN.

*Oakhurst Farm, Phillips, Me.,
January 31, 1916.*

The Park & Pollard Co.

Gentlemen:—The Pocahontas Indian Corn Meal that I received from you was a revelation in

Corn Meal. It made the most delicious brown bread we ever ate, as well as corn cake, muffins, etc. I am sending you the recipe for the brown bread I made of it, which I call "Last Crumb Brown Bread" for it was eaten to the last crumb—something that was not done when I made it of ordinary corn meal.

Very truly yours,

(Signed) MRS. WESTON PARKER.

Exeter, N. H., Jan. 19, 1916.

The Park & Pollard Co.

Gentlemen:—Received the Pocahontas Corn Meal and like it the best of any ever used,—so sweet and clean and has the true corn flavor.

Yours truly,

(Signed) MRS. F. P. HAM.

The Park & Pollard & Co. Horse Feed

This ration is made entirely of cane molasses, alfalfa, oats, corn and barley, all of the highest quality and carefully compounded to produce the maximum results at a minimum cost.

Horse feeds are adulterated and cheapened by the use of oat hulls, chaff, weed seed and alfalfa that is brown in color through exposure when harvesting. Such feeds, of course, can be sold for less price than ours, but where is the saving? Better "short change" your horse by giving him

a half ration of our feed and at least be able to look him in the face with a clear conscience rather than try to fool him with a lot of stuff that is really harmful to his stomach.

Your dealer will take pleasure in securing our feed for you if you and your horses insist.

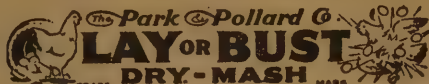
Specify that you want "Park & Pollard Horse Feed." Accept no other.

Ask your dealer for it. If he does not carry it, send to us with his name.

YOUR MONEY'S WORTH OR YOUR MONEY BACK

Lay or Bust Bags Good as Money

ALL LAY OR BUST BAGS
BEARING THIS TRADE MARK



ALL LAY or BUST BAGS bearing the above trade mark on the back, returned in good condition ("Lay or Bust" Dry-Mash, "Baby Buster" Chick Feed, Intermediate Chick Feed, Red Ribbon Chick Feed, Growing Feed, Screened Scratch Feed, Red Ribbon Scratch Feed) worth 10c. each.

Bag coupons will be issued for the amount of 10c. each for these returned bags, redeemable for any goods that we carry with the exception of feeds.

The plan outlined below has been devised for the mutual advantage of our customers and ourselves.

We will purchase from our customers all empty "Lay or Bust" trade marked 100-pound burlap or cotton sacks, provided they are delivered to us in good condition and without holes, and pay for the same 10c. each in exchange for merchandise, except feeds, which we list in our Year Book. Most "Park & Pollard" dealers redeem our bags and coupons for goods that they carry.

WHEN YOU BUY OUR FEEDS THE BAGS ARE YOUR PROPERTY. INSIST THAT THEY BE LEFT WITH THE FEED.

SHIPPING DIRECTIONS

Ship the bags to our nearest receiving stations.—Swanton, Vt., or Oswego, N. Y. Prepay all charges and always send signed bill of lading or shipping receipt together with a list of the goods you want to us at 46 Canal Street, Boston, Mass., at the time of the shipment, no matter where the bags are sent. Put your name on every package. Mark the number of bags in each package. Bags with holes in them received only at half price but we will accept them at full price if carefully mended. If your bags are in sound condition on arrival at the receiving station, our Boston store will be immediately notified and your order will be accepted and the goods shipped at once.

Registering bags shipped parcel post insures against loss.

Coupons marked redeemable until January 1, 1916, will be good until January 1, 1920.

A few of the attractive things we offer in addition to our regular supply line are shown on the following pages.

Marshfield, Vt., Sept. 2, 1915.

The Park & Pollard Co.

Gentlemen:—At last the dishes have arrived in very good condition. They are remarkably pretty and very good quality. Your Company must feel gratified to send out such nice premiums such as your dishes and the Lullaby Brooder, two of which we have.

If our dealer does not continue keeping Growing Feed could we get it direct from you? It certainly is great for chicks.

Very truly yours,

(Signed) LAKE VIEW POULTRY FARM.

Naugatuck, Conn., Apr. 10, 1916.

Gentlemen:—We have received the gun and to say we are pleased will not express it. Everyone that has seen it is surprised you can give one so good for bags.

Very truly yours,

(Signed) MRS. E. L. ALBERT.

New Milford, Conn., Feb. 5, 1916.

Gentlemen:—I wish to thank you for the kind and prompt attention I received relative to the Lamp Shade received from you people. Shade arrived O. K. and am well pleased with it.

Yours truly,

(Signed) H. H. PECK.

Worcester, Mass., Dec. 22, 1915.

Gentlemen:—The Moore's Fountain Pen that came to me is a dandy.

Very truly yours,

(Signed) GEORGE M. ALLEN.

Stonington, Conn., May 9, 1916.

Gentlemen:—Have received the No. 14 Universal Lunch set with Vacuum Bottle and I want to thank you. My husband is enjoying hot coffee with his lunch every day now, which he could not do had it not been for Lay or Bust bags purchasing such a nice useful article.

Very truly yours,

(Signed) MRS. MARY J. DAVIS.

Attleboro, Mass., Mar 21, 1916.

Gentlemen:—Received the ice cream freezer in good condition and am very much pleased with it.

Yours truly,

(Signed) JOHN FISCHBACH.

Waterbury, Conn, Jan. 20.

Gentlemen:—The 42-piece set of dishes received this afternoon and am very much pleased with them.

Your promptness in sending the dishes is very much appreciated.

(Signed) BENJAMIN J. SEDGWICK.

COMPLETE FEEDING SYSTEM — PAGES 40-41

All feed bags bearing this Trade Mark



Once again we cordially invite you to inspect our bag exchange department on the following pages of this book and at our display room at 46 Canal Street, where a cheerful attendant will always be found ready to assist you in making your choice of our long and varied line of helpful articles, every one of which is sold on the same sure satisfaction basis that our feeds are sold.

Limited room makes it impossible for us here to describe all special goods offered on the bag exchange basis.

Other articles procurable with Lay or Bust bags: Sweaters, skates, snowshoes, complete line of fishing and sporting goods, casseroles, fountain pens, hardware such as lawnmowers, hose, wheelbarrows, etc.

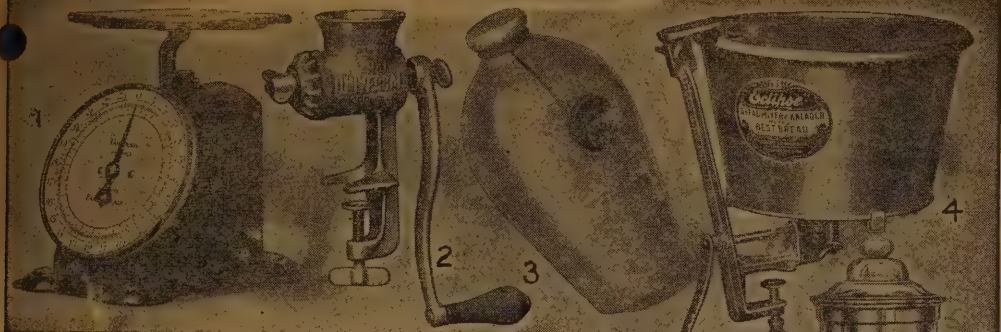
Send for particulars.

Unless otherwise specified, articles are shipped express or freight collect.

HOUSEHOLD GOODS

1. **FAMILY SCALE:** Weighs to 24 pounds. This is an article every family should use.
Price \$1.25 or 13 Lay or Bust bags.
2. **Universal Meat Chopper:** Has become a family necessity. Chops all kinds of meat, raw or cooked, and all kinds of fruits or vegetables into clean cut uniform pieces, fine or coarse without mashing and with great rapidity.
Price \$1.25 or 13 Lay or Bust bags.
3. **STAY-HOT HOT WATER BOTTLE:** Here is a hot water bottle that will stay hot. Fill it with three-fourths gallon of boiling water on going to bed at night and it will be above blood heat when you rise in the morning. Made of clay and will last a life time. After purchasing you will unhesitatingly recommend it to your friends.
Price \$1.25 or 13 Lay or Bust bags.
4. **ECLIPSE BREAD KNEADER AND KNEADER:** Manufactured by Manning & Bowman of Meriden, Conn. There is nothing we can say that will add to the high quality of the goods manufactured by this concern. This bread mixer will give entire satisfaction to any user.
Price \$2.50 or 25 Lay or Bust bags.
5. **"UNIVERSAL" COFFEE PERCOLATOR:** "Universal" goods are too well known to need any introduction. Coffee percolator shown is made of pure aluminum, highly polished, has ebonized handles. Height over all 8 1-2 inches, capacity 9 cups.
Price \$4.00 or 40 Lay or Bust bags.
82. **"Universal" Coffee Percolator:** Similar to No. 5 but with base. Height 9 1-4 inches over all.
Same price as No. 5.
83. **"Universal" Coffee Pot:** Same ware as No. 5 but made in "Colonial" style, with base. Capacity 6 cups, height over all 9 1-4 inches.
Price \$4.50 or 45 Lay or Bust bags.
Larger or smaller percolators can be furnished upon request.
6. **"UNIVERSAL" COFFEE MACHINE:** Nickel plated or copper. (Please specify which you prefer.) Inside coated with pure tin. Ebonized handles. Capacity 6 cups. Height over all 13 3-8 inches.
Price \$9.00 or 90 Lay or Bust bags.
7. **"UNIVERSAL" ROUND TRAY:** Diameter 12 in. Brass, nickel plated.
Price \$1.80 or 18 Lay or Bust bags.
Can furnish this silver plated if desired at \$3.50 or 35 Lay or Bust bags.

Prices subject to change without notice



8. "UNIVERSAL" OBLONG TRAYS: Size 10 x 14 inches. Nickel plated or copper. (Please specify which you prefer.)

Price \$3.35 or 34 Lay or Bust bags.

Other styles of round or oblong trays can be furnished in the regular "Universal" goods if desired, with and without handles.

9. "Columbia" Chafing Dish: Equipped with the same lamp as used in the "Universal" Coffee Machine. Made of brass, with copper food pan, in polished, nickel plated or silver plated finish.

Handles of ebonized wood. Height over all 10 1-2 in. Price \$8.00 or 80 Lay or Bust bags.

81. "Universal" Chafing Dish: Set complete, including tray, fork and spoon. These sets are especially artistic, heavy, well made, and are equipped with the "Universal" lamp, burning denatured alcohol. This burner the manufacturers claim to be absolutely safe.

Price \$24.00 or 240 Lay or Bust bags.

10. "Universal" Tea Ball Tea Pot: This style of pot makes perfect tea, the last cup being as good and fresh as the first. The tea ball can be raised from the water without opening the cover as soon as desired strength is attained. (Tea ball silver plated German silver.) Made of copper and nickel or silver plated. Ebonized knob and non-heating handle. Capacity 6 cups.

Price nickel plated \$6.50 or 65 Lay or Bust bags.

Price silver plated \$8.00 or 80 Lay or Bust bags.

11. "Universal" Chafing Dish Fork: Made of German Silver, silver plated. Ebonized handle.

Price \$2.50 or 25 Lay or Bust bags.

12. "Universal" Chafing Dish Spoon: Made of German Silver, silver plated. Ebonized handle.

Price \$2.50 or 25 Lay or Bust bags.

13. "Universal" Table Kettle: Made of copper and nickel plated or silver plated. Equipped with lamp used in "Universal" Coffee Machine.

Price nickel plated \$8.00 or 80 Lay or Bust bags.

Price silver plated \$10.00 or 100 Lay or Bust bags.

14. "Universal" Lunch Boxes: These like all other "Universal" goods are too well known to require details here of their merits. Box is neat and attractive, finished in brown or black, closely resembling a satchel. Genuine leather handle.

Price equipped with "Universal" vacuum bottle and drinking cup \$2.25 or 23 Lay or Bust bags.

Continued under No. 47

JEWELRY

15. WATCH: Gentleman's 17 Jewel, Waltham "Colonial," adjusted royal movement, with solid gold 14K case, open face.

Price \$50.00 or 500 Lay or Bust bags.

16. BRACELET WATCH: 20 year, gold filled case, plain American movement.

Price \$15.50 or 155 Lay or Bust bags.

85. Bracelet Watch: 10 year, gold filled case, engraved.

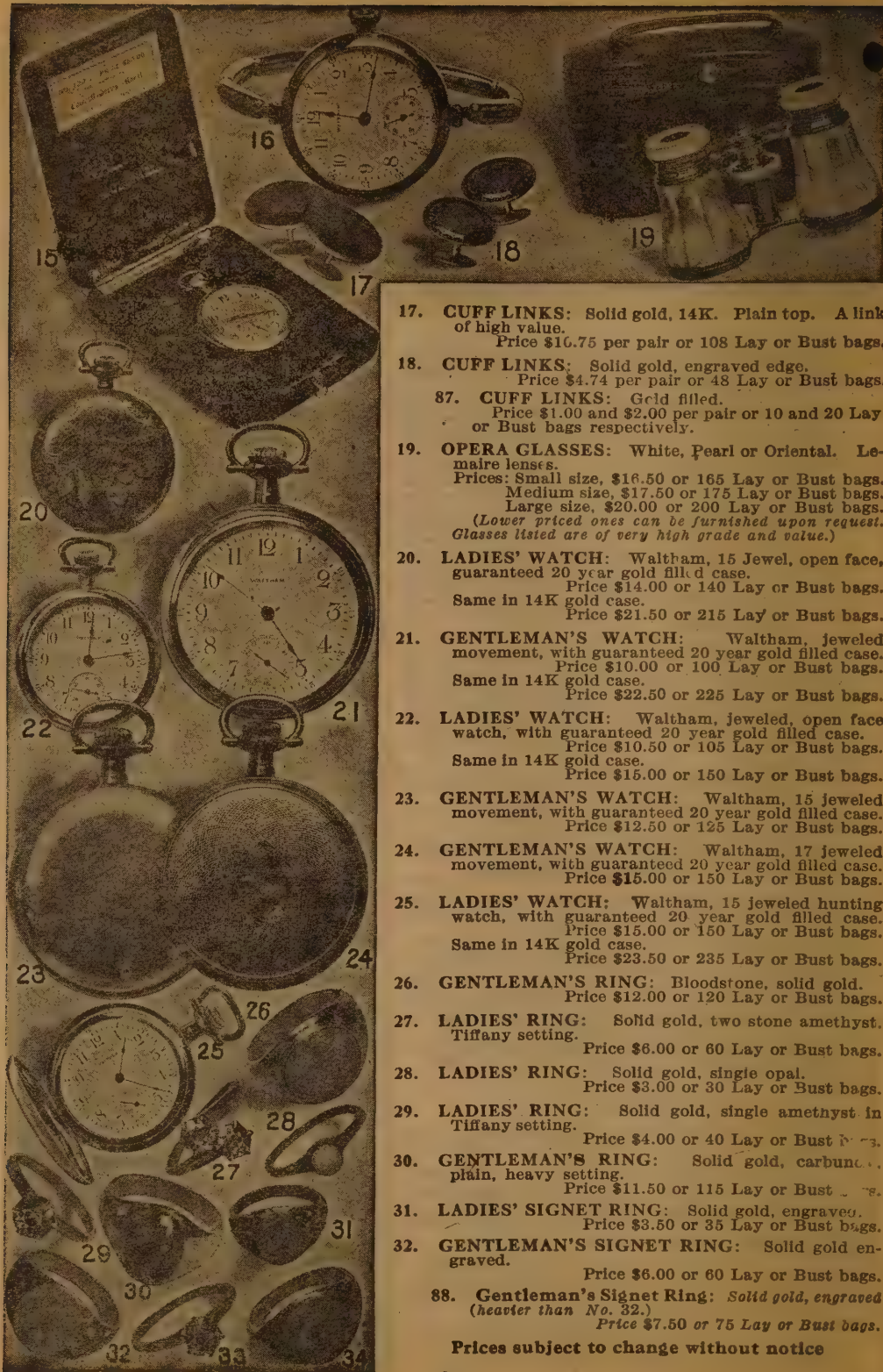
Price \$10.50 or 105 Lay or Bust bags.

86. Bracelet Watch: 7 Jewel, Waltham or Elgin movement, 20 year gold filled case, plain. (Please give length required on the bracelet.)

Price \$21.00 or 210 Lay or Bust bags.

Prices subject to change without notice





17. **CUFF LINKS:** Solid gold, 14K. Plain top. A link of high value.
Price \$16.75 per pair or 108 Lay or Bust bags.
18. **CUFF LINKS:** Solid gold, engraved edge.
Price \$4.74 per pair or 48 Lay or Bust bags.
87. **CUFF LINKS:** Gold filled.
Price \$1.00 and \$2.00 per pair or 10 and 20 Lay or Bust bags respectively.
19. **OPERA GLASSES:** White, Pearl or Oriental. Le-maire lenses.
Prices: Small size, \$16.50 or 165 Lay or Bust bags.
Medium size, \$17.50 or 175 Lay or Bust bags.
Large size, \$20.00 or 200 Lay or Bust bags.
(Lower priced ones can be furnished upon request. Glasses listed are of very high grade and value.)
20. **LADIES' WATCH:** Waltham, 15 Jewel, open face, guaranteed 20 year gold filled case.
Price \$14.00 or 140 Lay or Bust bags.
Same in 14K gold case.
Price \$21.50 or 215 Lay or Bust bags.
21. **GENTLEMAN'S WATCH:** Waltham, jeweled movement, with guaranteed 20 year gold filled case.
Price \$10.00 or 100 Lay or Bust bags.
Same in 14K gold case.
Price \$22.50 or 225 Lay or Bust bags.
22. **LADIES' WATCH:** Waltham, jeweled, open face watch, with guaranteed 20 year gold filled case.
Price \$10.50 or 105 Lay or Bust bags.
Same in 14K gold case.
Price \$15.00 or 150 Lay or Bust bags.
23. **GENTLEMAN'S WATCH:** Waltham, 15 jeweled movement, with guaranteed 20 year gold filled case.
Price \$12.50 or 125 Lay or Bust bags.
24. **GENTLEMAN'S WATCH:** Waltham, 17 jeweled movement, with guaranteed 20 year gold filled case.
Price \$15.00 or 150 Lay or Bust bags.
25. **LADIES' WATCH:** Waltham, 15 jeweled hunting watch, with guaranteed 20 year gold filled case.
Price \$15.00 or 150 Lay or Bust bags.
Same in 14K gold case.
Price \$23.50 or 235 Lay or Bust bags.
26. **GENTLEMAN'S RING:** Bloodstone, solid gold.
Price \$12.00 or 120 Lay or Bust bags.
27. **LADIES' RING:** Solid gold, two stone amethyst. Tiffany setting.
Price \$6.00 or 60 Lay or Bust bags.
28. **LADIES' RING:** Solid gold, single opal.
Price \$3.00 or 30 Lay or Bust bags.
29. **LADIES' RING:** Solid gold, single amethyst in Tiffany setting.
Price \$4.00 or 40 Lay or Bust bags.
30. **GENTLEMAN'S RING:** Solid gold, carbuncle, plain, heavy setting.
Price \$11.50 or 115 Lay or Bust bags.
31. **LADIES' SIGNET RING:** Solid gold, engraved.
Price \$3.50 or 35 Lay or Bust bags.
32. **GENTLEMAN'S SIGNET RING:** Solid gold engraved.
Price \$6.00 or 60 Lay or Bust bags.
88. **Gentleman's Signet Ring:** Solid gold, engraved (heavier than No. 32.)
Price \$7.50 or 75 Lay or Bust bags.

Prices subject to change without notice

33. **LADIES' RING:** Solid gold, single garnet, Tiffany setting, (or one single reconstructed ruby if preferred)
Price \$3.00 or 30 Lay or Bust bags.
34. **GENTLEMAN'S SIGNET RING:** Plain, solid gold. "English finish."
Price \$5.75 or 58 Lay or Bust bags.
- We make a specialty of fine grade diamond rings.
Please state size of finger. Upon request we will send a card for measuring size of finger.
35. **GOLD BEADS:** 14K, 15 in. long.
Price \$30.00 or 300 Lay or Bust bags.
(As beads are sold by weight, prices are subject to slight variation of a few cents on prices quoted.)
Other weight smaller beads at following prices:
89. Price \$24.50 or 245 Lay or Bust bags.
90. Price \$18.00 or 180 Lay or Bust bags.
91. Price \$14.50 or 145 Lay or Bust bags.
36. **GENTLEMAN'S WATCH CHAIN:** Solid gold, fine, plain, oblong links. An especially attractive chain.
Price \$5.50 or 55 Lay or Bust bags.
37. **GENTLEMAN'S POCKET KNIFE:** Pearl handle with German silver lining. Nail file and two blades.
Price \$1.80 or 18 Lay or Bust bags.
38. **BRACELET:** Plain, 14K, one-quarter inch wide.
Price \$19.50 or 195 Lay or Bust bags.
39. **GENTLEMAN'S WATCH CHAIN:** Solid gold, fine open curve link.
Price \$7.00 or 70 Lay or Bust bags.
40. **BRACELET:** Engraved, 14K, one-quarter inch wide.
Price \$21.00 or 210 Lay or Bust bags.
92. **Bracelet:** Gold filled, engraved.
Price \$5.50 or 55 Lay or Bust bags.
93. **Bracelet:** Gold filled plain. Narrow and neat.
Price \$6.00 or 60 Lay or Bust bags.
41. **GENTLEMAN'S FOB:** Plain, solid gold buckle and mounting.
Price \$5.00 or 50 Lay or Bust bags.
42. **GENTLEMAN'S FOB:** Solid gold mountings and charm.
Price \$11.50 or 115 Lay or Bust bags.
43. **GENTLEMAN'S WATCH CHAIN:** Gold filled, open, curved link.
Price \$3.00 or 30 Lay or Bust bags.
44. **PENDANT:** Solid gold, 1 sapphire and 1 baroque pearl (without chain.)
Price \$3.50 or 35 Lay or Bust bags.
45. **LAVALLIERE:** 14K gold, 1 diamond, 1 sapphire and 1 pendant baroque pearl. (with chain.) Very dainty and choice.
Price \$15.00 or 150 Lay or Bust bags.
- More exclusive designs at prices ranging to \$75.00 if desired. Shall be glad to supply any special requests.
46. **EVER READY SAFETY RAZOR:** Includes 12 blades, all packed in neat case.
Price \$1.00 or 10 Lay or Bust bags.

Prices subject to change without notice



47. **ALARM CLOCK, EMPIRE:** Interchangeable alarm—can be made continuous or intermittent. 4 1-2 in. dial. Gong on back of clock. Alarm cut-off button on top of clock. A very dependable and serviceable clock.

Price \$2.40 or 24 Lay or Bust bags

94. **Alarm Clock, Surprise:** A good, low priced alarm clock. Gong on top of clock.

Price \$1.55 or 16 Lay or Bust bags.

48. **DISHES:** 31 piece set. These dishes are very attractive in design and bear the additional virtue of having the decoration under the glazing a point peculiar to the best of ware only.

Price \$3.50 or 35 Lay or Bust bags.

95. **Dishes:** 42-piece set. Same as No. 48 with addition of six 6-in. plates, one 8-in. dish, one bowl, one cream pitcher and one covered sugar bowl.

Price \$4.50 or 45 Lay or Bust bags.

96. **Dishes:** 112-piece set. Same as No. 48 with additional pieces.

Price \$12.00 or 120 Lay or Bust bags

49. **CLOCK:** Solid mahogany, fine cabinet finish, eight-day lever time movement. Height 6 1-4 in. width 12 3-4 in., 3 1-2 in. dial.

Price \$10.50 or 105 Lay or Bust bags.

50. **RAZOR:** This is a razor that has been used extensively by the barbers all over the country. It is one of the best forged razors on the market. The quality is guaranteed.

Price \$2.00 or 20 Lay or Bust bags.

51. **CLOCK:** Mahogany only. Egg shell gloss finish. Height 10 1-2 in., width 9 in.

Price \$8.00 or 80 Lay or Bust bags

52. **CLOCK:** Black enamel finish, with red marbled pillars and mouldings, and gilt perforated dial. Height 11 in., width 17 in. Eight-day movement., hour strike on rich toned cathedral gong, half hour on separate cup bell.

Price \$8.00 or 80 Lay or Bust bags.

TABLE SILVER

53. This is an entirely reliable and well-known silver made by the Oneida Community, Ltd. The base metal is the best nickel silver. This is heavily plated over all with pure silver, 25 per cent. more than standard A1 plate. The pieces are then overlaid with a thick disc of pure silver on the portion most exposed to wear, making the silver almost wear-proof. The wearing quality of COMMUNITY-RELIANCE plate is so satisfactory that the manufacturers guarantee it for 25 years in ordinary family use, a guarantee slip to this effect accompanying each piece.

Knives (medium,) \$4.50 per doz. or 45 Lay or Bust bags

Forks (medium,) \$4.40 per doz. or 44 Lay or Bust bags

Teaspoons, \$2.20 per doz. or 22 Lay or Bust bags

Table Spoons, \$4.40 per doz. or 44 Lay or Bust bags

Desert Spoons, \$4.00 per doz. or 40 Lay or Bust bags

(Other articles can be furnished—sugar shells, butter knives, butter spreaders, coffee spoons, bouillon spoons, etc., etc. to match.)

Prices subject to change without notice



CUTLERY

54. **SHEARS:** Fully nickel-plated. Best quality forged steel. Size 8-in. Price \$1.25 or 13 Lay or Bust bags.
55. **SCISSORS:** Fully nickel-plated. Best quality forged steel. Size 5 1-2 in. Price \$1.00 or 10 Lay or Bust bags.
- CARVING SETS.** We have selected a few patterns of John Russell Company Carving Knives and Forks. The quality of the Russell goods everyone knows.
56. **CARVING SET:** 9-in blade, stag handle, silver ferrule steel to match in a satin lined box. Price \$5.00 or 50 Lay or Bust bags.
97. **Carving Set:** 8-in. blade, (knife and fork only.) Price \$1.75 or 18 Lay or Bust bags.
98. **Carving Set:** 8-in. blade, Like No. 97 but with better grade knife. Price \$2.00 or 20 Lay or Bust bags.
- Continued Under No 74.

FURNITURE

We have arranged with one of the largest and without doubt, the most reliable furniture houses in Boston—William Leavens & Co., 32 Canal Street, Boston, Mass., to redeem any of our bag coupons upon the purchase at regular retail prices of anything in furniture which they carry in stock. On this page we have shown a few pieces only. Send for catalogue of any special pieces you wish or come in and see the stock.

57. **CHINA CABINET:** Quartered Oak, sizes over all, 44 in. long, 74 1-2 in. high, 15 in. deep, weight 120 lbs. Prices ranging from \$15.00 (150 Lay or Bust bags) up.
58. **DUTCH RECLINING ROCKER:** Quartered Oak. Weight, frame, 50 lbs. Price of frames ranging from \$7.50 (75 Lay or Bust bags) up. Cushions extra.
59. **WINDSOR ROCKER:** Quartered Oak or Birch. Weight 18 1-2 lbs. Prices ranging from \$5.00 (50 Lay or Bust bags) up.
60. **DINING CHAIR:** Quartered Oak or Birch, Leather seat, weight 15 lbs. Prices ranging from \$2 00 (20 Lay or Bust bags) up.
61. **DUTCH SETTLE:** Plain Oak, 5 ft. size, weight complete 140 lbs. Price, including Spanish Roan Leather Cushions, Cotton filled, \$42.00 or 420 Lay or Bust bags. Other pieces to match. Leather Pillows, silk floss filled, \$6.75 each or 68 Lay or Bust bags.

RUGS. As with furniture, we can supply your needs in Rugs from a reliable Boston firm near our offices. We will give you an order on them for the amount you wish to spend, or let us know about what you want and we will make the selection and have it sent to you.

62. **ART SQUARE:** Axminster, size 9x12. Price \$30 00 or 300 Lay or Bust bags.
63. **SMALL RUG:** Axminster, size 27 in. Price \$2.85 or 29 Lay or Bust bags.
64. **PEDESTAL EXTENSION TABLE:** Quartered Oak, 48 in. 6 ft. Weight 117 lbs. Price \$21.00 or 210 Lay or Bust bags. Others from \$9.00 up.

Prices subject to change without notice

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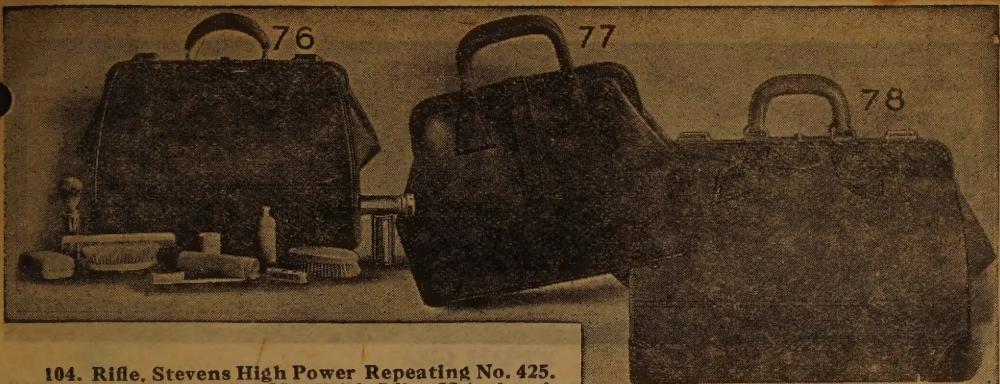


SPORTING GOODS

The Draper & Maynard Sporting Goods need no introduction. To assist in checking with their published catalogs we have also given the Draper & Maynard number as shown in their catalogs. Order, however, from our number. We can furnish anything from the Draper & Maynard catalog but have listed here only a few of the most commonly used articles.

65. **CATCHER'S MITT** (Draper & Maynard No. 653.)
Price \$1.00 or 10 Lay or Bust bags.
66. **BOYS' PROFESSIONAL LEAGUE BALL** (Draper & Maynard No. 185.)
Price \$.50 or 5 Lay or Bust bags.
67. **AMERICAN LEAGUE BALL** (Draper & Maynard No. 198.)
Price \$1.25 or 13 Lay or Bust bags.
68. **BASKET BALL** (Draper & Maynard No. 7A.)
Price \$6.00 or 60 Lay or Bust bags.
69. **FIELDER'S GLOVE** (Draper & Maynard No. 427.)
Price \$2.50 or 25 Lay or Bust bags.
70. **RODS: 9 ft. steel fishing rod.**
Price \$1.50 or 15 Lay or Bust bags.
Other designs and goods on application.
Complete line of all fishing supplies.
71. **FOOTBALL:** (Draper & Maynard Intercollegiate No. 5R.)
Price \$5.00 or 50 Lay or Bust bags.
99. **Football** (Draper & Maynard No. 5 RE X.)
Price \$2.00 or 20 Lay or Bust bags.
72. **RIFLE, Stevens No. 14 1-2 "Little Scout:"** 22 calibre, weight 2 1-4 pounds, 18 in. barrel. Case hardened frame, blue steel butt plate. Adapted for C. B. caps or 22 long or short rim-fire cartridges.
Price \$3.00 or 30 Lay or Bust bags.
73. **SHOT GUN, Stevens No. 107 Single Barrel:** Weighs 6 lbs. compressed forged electro steel. Bored for nitro powder. Full choke action. Top snap, low rebounding hammer. Case hardened frame, plain walnut stock; pistol grip, rubber butt plate. Any standard make of ammunition.
Price \$6.00 or 60 Lay or Bust bags.
100. **Shot Gun, Stevens 44 Gauge No. 101:** Weight 4 pounds, for 44 X L.—44 W. C. F. shot and 44 "Game Getter" cartridges. 26 in. barrel—Take down. No other bore or gauge of shot gun is as effective under so great a variety of conditions.
Price \$5.00 or 50 Lay or Bust bags.
101. **Shot Gun, Stevens No. 335 Double Barrel Hammerless:** High pressure compressed steel, bored for nitro powder. Full choked, modified or cylinder, right barrel modified, left barrel choked unless otherwise specified, matted rib. Top lever and bolt in one piece locking to extension rib. English walnut stock; pistol grip, rubber butt plate.
Price \$22.50 or 225 Lay or Bust bags.
102. **Shot Gun, Stevens Repeating No. 520:** Take-down, weight 7 1-4 lbs. High pressure, compressed steel; bored for nitro powder. Full choked, modified or cylinder. Full choked unless otherwise specified; safety firing pin; independent safety side ejection. Walnut stock; pistol grip, rubber butt plate. Any standard factory loaded shell ammunition.
Price \$30.00 or 300 Lay or Bust bags.
103. **Rifle Stevens No. 70 L. R. 22 Repeating:** Takes 22 long or short rimmed cartridges; has a 20 in. barrel; case hardened frame, walnut stock and sliding handle; rubber butt plate. Extreme length 35 in., weight 4 1-2 lbs. Magazine holds 11-22 long rifle, 13-22 long or 15-22 short cartridges.
Price \$9.00 or 90 Lay or Bust bags.

Prices subject to change without notice



104. Rifle, Stevens High Power Repeating No. 425. Calibre 25-30-32 or 35. Weight 7 lbs., 22 in. barrel. This rifle is walnut stock with checkered steel butt plate; walnut fore-end with blued steel cap. Five cartridges may be carried in the magazine and one in the barrel.

Price \$22.50 or 225 Lay or Bust bags.

74. KNIFE: Ulster pocket knife for a boy, 2 blades. Price 65 cents or 7 Lay or Bust bags.

75. KNIFE: This is a heavy knife with an ebony handle: a knife that would retail in most stores for 85 cents to \$1.00.

Price 80 cents or 8 Lay or Bust bags.

105. Knife: A pearl handle gentleman's pocket knife with chamolts leather pocket. The knife is German silver lined, with German silver tips; three blades. One of the best finished knives made. A knife that would retail in any store for \$2.00.

Price \$1.80 or 18 Lay or Bust bags.

106. Knife: A ladies' pocket knife. Pearl handle with German silver lining. Nail file and one blade. This is one of the thinnest knives we know of.

Price \$1.20 or 12 Lay or Bust bags.

See also No. 46 and 50.

LEATHER GOODS

76. GENTLEMAN'S TRAVELING BAG: 18 in., with Fittings. A full cut, welt edge bag with sewed corners and brown leather lining. Made of black, russet, long grained Cowhide, and is strong and durable. A practical article. The fittings are of Parisian ivory, also nickel plated shaving tubes, and are held in bag by leather loops. A first class article.

Price \$30.00 or 300 Lay or Bust bags.

77. STUDENTS' BAG: 16 in., Cowhide boarded leather. Russet, brown or black. Khaki lined. Length of bottom is size. Double handles.

Price \$7.00 or 70 Lay or Bust bags.

78. GENTLEMAN'S TRAVELING BAG: 18 in. Bag. Sewed edge, English frame, double handles, end gussets out. A choice bag in every way, and well worthy of your consideration. Russet, brown or black smooth Cowhide leather. The lining is of tan colored leather and has three gusset pockets.

Price \$14.50 or 145 Lay or Bust bags.

79. TRAVELING BAG: 18 in. bag for either lady or gentleman. Made of smooth russet, brown or black Cowhide, and lined with a tan colored leather. One pocket. Corners sewed on. A good medium-priced article.

Price \$8.50 or 85 Lay or Bust bags.

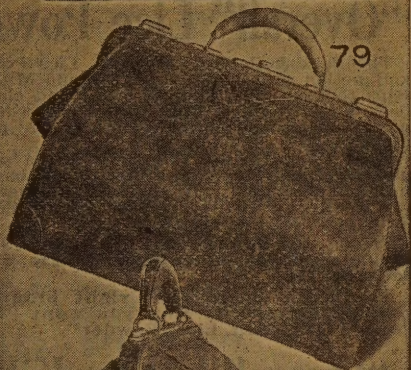
80. TRAVELING BAG: 18 in. bag for either lady or gentleman. Made of smooth grain Cowhide leather, in brown or black. It is lined with tan colored leather and has one long pocket. Made in two sizes only.

Price \$10.50 or 105 Lay or Bust bags

81. SUIT-CASE: 26 in. size, made of russet or brown suit-case Cowhide leather, has a steel frame and valance, and a desirable cloth lining with pocket. Has inside straps, three hinges, good lock. Is furnished with bolts or straps as desired. Outside measurements are about 13 in. wide and 6 1-2 in. deep.

Price \$8.00 or 80 Lay or Bust bags.

Prices subject to change without notice





"Overall" Lice Powder

The Park & Pollard "Overall" Lice Powder in conjunction with our "Overall" Liquid Mite Killer helps to keep the buildings sweet and clean and keeps down the lice. Use the Lice Powder regularly in nests and sprinkle through the plumage of the birds.

The "Overall" Lice Powder is also a safe and efficient remedy for certain lice on cattle, horses, hogs and all animals. It should be on every farm, and it will save many times its cost in the added thrift and health of the stock.

Price: 100-ounce package, \$1.00; 48-ounce package, 50c; 15-ounce package, 25c; 5-ounce package, 10c.

To insure getting the right brand from your dealer, specify that you want "Park & Pollard OVERALL Lice Powder".

"Overall" Mite Killer

"OVERALL" MITE KILLER is compounded of the best ingredients of which we know to help safeguard the chickens and the older birds from certain vermin to which they are prey. It is a liquid to be applied with a sprayer, or as a paint.

In connection with "Overall" Mite Killer we recommend the use of "Overall" Lice Powder, the latter to be applied to the birds themselves as directed, while the Mite Killer will help to keep your houses and roosts free from mites and certain vermin that may find harbor in the cracks and crevices.

Price: 35 cents per quart, 60 cents per two quarts, \$1.00 per gallon, \$4.00 per five-gallon can.

"Overall" Roup Powder

Roup, and the chain of troubles following it, is claimed by many to be worse than all the other diseases of poultry combined. Strive to remove the cause, rather than cure it, but use our Roup Powder in the water of all your fowls during the fall and early winter months as a prevention.

To avoid it, be sure that your birds are always cool, and have good air surrounding them night and day, then use "Overall" Roup Powder as follows:

Into a pint bottle of water put two tablespoonfuls of "Overall" Roup Powder, and let it dissolve over night. Use a teaspoonful of this mixture to a pallful of the drinking water.

Winslow, Me., May, 1916.

The Park & Pollard Co.

Gentlemen:—Please send me by American Express two 6-qt. size and 4 Chick size "Overall" Feeders. Am now using one of the Feeders and it is superior to any I have ever used, as it prevents any waste of feed.

Very truly yours,

(Signed) A. SCOTT WOOD.

Never breed from a bird that has ever been really sick with roup, or any other disease.

Medium size, 50 cents each; Large size, \$1.00 each. (Large size, three times as large as the medium); Small size, 25 cents each; Postpaid.

Mrs. Havens' Baby Chick Treatment

Don't lose chickens. Don't lose sleep worrying about losing chickens. Get a package of Mrs. Havens' White Diarrhoea Treatment and use it as an insurance policy.

Mrs. Havens' White Diarrhoea Treatment will do all she claims for it. It will check the ravages of this scourge of the poultry industry,—will relieve almost any case, and by its use as a preventive will insure any plant against it.

White Diarrhoea among chickens has been the stumbling block for thousands, and we hesitated a long time before we were ready to endorse Mrs. Havens' treatment. We were "from Missouri" and "had to be shown." We made the test two years in succession, but in every case the results were all and more than she claimed. It seems too good to be true, but we sell it on the money back plan.

Price 25c postpaid. Ask your dealer for it or send to us.

Young's Rat Destroyer

Don't Suffer With The Dam aging Rats

Rats are the incarnation of evil. The enormous damage they create cannot be measured. Not only do they destroy millions of dollars' worth of merchandise annually, but they spread disease and death to all members of the animal kingdom, not excepting mankind.

Their fiendish work on the poultryman's plant is even more pronounced than on other industries, and we are glad to be able to offer you what we believe to be the surest method of eradication, but a method that destroys them without leaving any odor.

We sell this destroyer like all our other merchandise, on the money back plan.

GET YOUR MONEY BACK FROM THE DEALER IF IT DOES NOT DRIVE EVERY RAT OFF YOUR PLACE. Send to us if he does not carry it.

Price 25c express collect; (cannot be sent by mail); 40c by express prepaid. Ask your dealer for it.

Medford, Mass., Aug. 7, 1916.

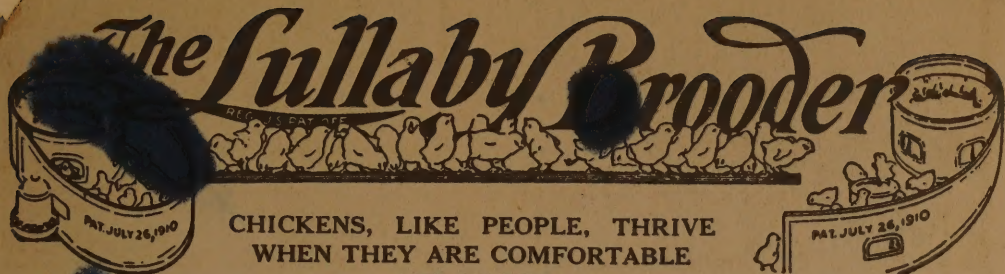
The Park & Pollard Co.

Gentlemen:—I bought last week one box of your Young's Rat Destroyer, and I caught ten of the largest rats I ever saw the first night that I used it. It is certainly some rat catcher.

Very truly yours,

(Signed) JAMES CONNELLY.

YOUR MONEY'S WORTH OR YOUR MONEY BACK



**CHICKENS, LIKE PEOPLE, THRIVE
WHEN THEY ARE COMFORTABLE
AND HAPPY**

Get away from the old idea that you should keep fifty chickens in a lot. You will make almost, if not quite, as much profit with twenty-five chickens raised in the "Lullaby" way as with fifty raised in the old-fashioned way.

They will make a great deal better use of food consumed, grow larger, hardier and get to laying earlier, and once you plan your plant properly you can care for just as many in lots of five as you did formerly with fifty.

There is no question of how many chicks you put in the spring that tells the profit

later. It is, "How many did you raise out of every 100 hatched?"

"Lullaby" Brooders are simple; they are cheap; but the principles are as old as the hills, and their simplicity is the result of years of study, brushing away the cobwebs and black art, tomfool notions that have beset, and are still besetting, the poultry business. This simplicity is their strength.

Price, \$1.00 each, F.O.B. Boston.
(Parcel Post charge, 1st and 2d zones, 6c; 3d, 8c; 4th, 11c, etc.)

"POULTRY GUIDE POST"

Author, PHILIP R. PARK. Illustrator, HENRY CROSSMAN GROVER



The beginner in poultry keeping needs a plainly written handbook telling what to do, how to do and when to do it. The "Poultry Guide Post" is for beginners.

A most plainly written, profusely illustrated book of poultry keeping. Full of commonsense methods of saving money, and illustration tells a story, shows a way to better poultry-keeping with less bother.

It takes the reader by the hand in January,

and leads him right down through the year, teaches him how to raise chickens in cold weather, teaches him how to raise chickens in hot weather.

If the plain directions and suggestions in the book are followed, failure will be impossible.

This book is the result of a lifetime spent in the chicken yard by a man who loves all animal life, and, best of all, chickens. If it pleases you as much as it has thousands of others, the author will be the most pleased of all.

Your money back if you don't find it better than we recommend. Price, \$1.00 postpaid (or 10-bag coupons). Stamps accepted.

TURKEY BOOK

"Margaret Mahaney Talks About Turkeys"

One hundred and fifty-six pages, large readable type, fine half-tone illustrations. Sold by her and by ourselves on the money-back plan. Visit her if you can and see her at her work.

Price, \$1.00 postpaid.

TURKEY FEED

An important part of Miss Mahaney's system is the feed. We have carefully compounded her formula and offer this feed for the use of all her followers. We know that if one will follow her teachings as laid down in her book, will use her remedies and feed according

to the plain directions that accompany each he can raise turkeys as easily as chickens.

To insure getting the right brand from your dealer, specify that you want "Margaret Mahaney Turkey Feed." **Accept no other.**

TURKEY REMEDIES

Miss Mahaney's invaluable research work among turkeys will be appreciated by the public, but particularly by the many who have tried to raise turkeys and failed. Her simple method of feeding with her remedies and plain directions make the undertaking of turkey-raising a pleasure.

Remedies complete cost \$1.00.

To insure getting the right brand from your dealer, specify that you want "Margaret Mahaney Blackhead Remedies." **Accept no other.**

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FEEDS

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ZACK DAVIS, Delaware, Ohio